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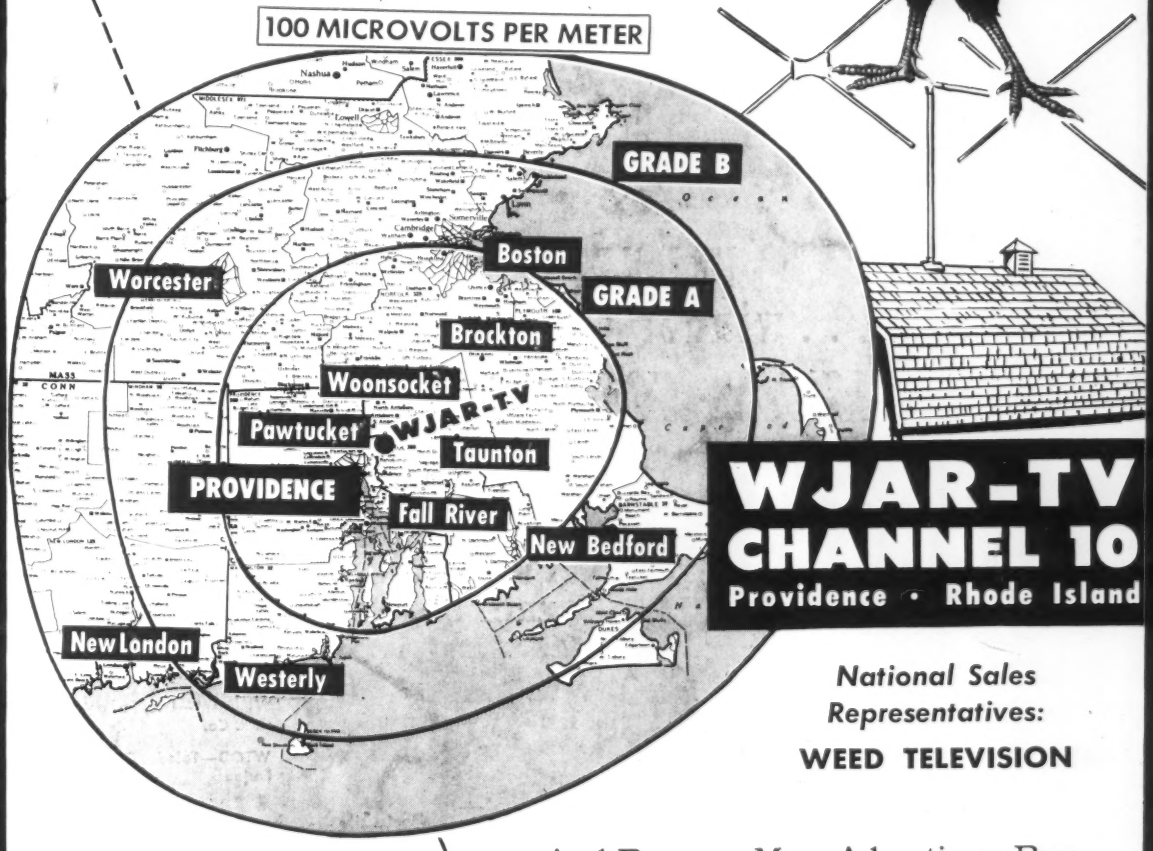
23RD year

THE NEWSWEEKLY OF RADIO AND TV

My WATTLE* Is Blushing With Pride!

...All Because My 225,000 Watts Have Earned Me Front Cover Positions With Alert Time Buyers All Over The Country!



WJAR-TV
CHANNEL 10
Providence · Rhode Island

National Sales Representatives:
WEED TELEVISION

...And Because *More* Advertisers Buy *More* Time In *More* Of My Top-Rated Local Programs On WJAR-TV, Than On Any Other Station in New England!

*"WATTLE" — The Chin Flap That Shows My Emotions

FOR AS LITTLE AS 85¢ PER 1000 TV HOMES

ERIE... PENNSYLVANIA'S THIRD CITY

SERVED AND SOLD

WHERE PUBLIC SERVICE REALLY MEANS SOMETHING

by WICU TV·· CHANNEL 12

REPRESENTATIVE . . Edward Petry & Co., Inc.

NO. 2 OF A SERIES

The greatest actors and actresses of all time are the children. Here is a first grade group from one of Erie's Parochial Schools. Students are featured on a recent Public Service show on WICU-TV, the great VHF station in Pennsylvania's Third City. With a TV set saturation of 99%, Erie has the highest percentage of set circulation of any city in the U.S.A.!

Erie's

FAMED WICU TV CHANNEL 12

. . . winner of many awards for outstanding

RELIGIOUS·· EDUCATIONAL ·· and other PUBLIC SERVICE PROGRAMS

WICUTV . . owned and operated by DISPATCH INC. which is closely affiliated with the 133 year old ERIE DISPATCH and RADIO STATION WIKK

- RADIO
- TV
- NEWSPAPER

EDWARD LAMB *Enterprises* INC.

HOME OFFICE—500 EDWARD LAMB BLDG., TOLEDO, OHIO . . . WASHINGTON OFFICE . . . 1177 NATIONAL PRESS BLDG.

WICU-TV—Erie, Pa.
Edward Petry & Co., Inc.

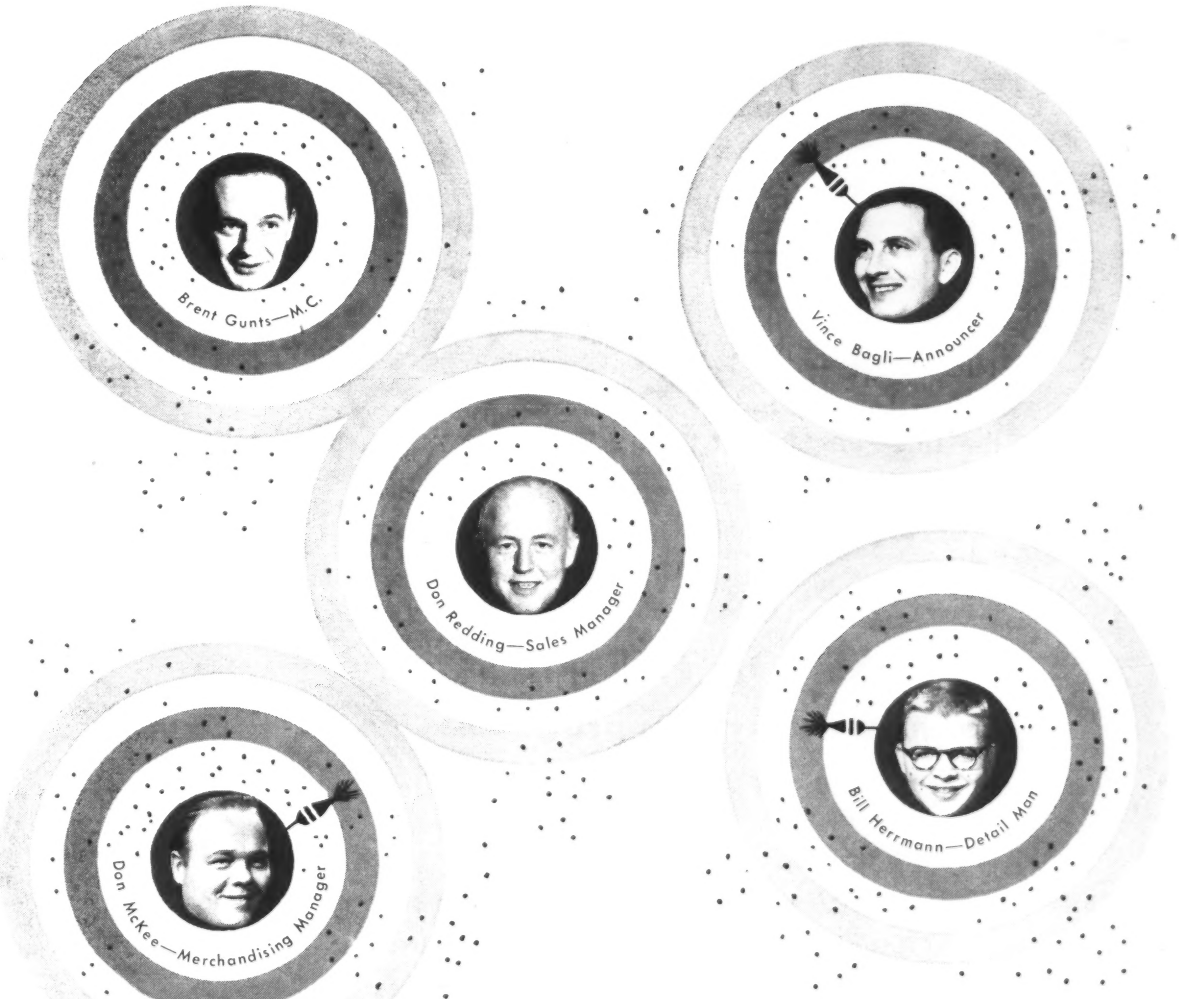
WIKK-AM—Erie, Pa.
H.-R. Co.

WTOD—Toledo, Ohio
Forjoe

WHOO—Orlando, Florida
Avery-Knodel

WMAC-TV—Massillon, Ohio
Edward Petry & Co., Inc.

The Erie Dispatch—Erie, Pa.
Reynolds-Fitzgerald



with "Kitchen Karnival"*

YOU CAN'T MISS

The noon-time—fun-time quiz show that truly merchandises your product

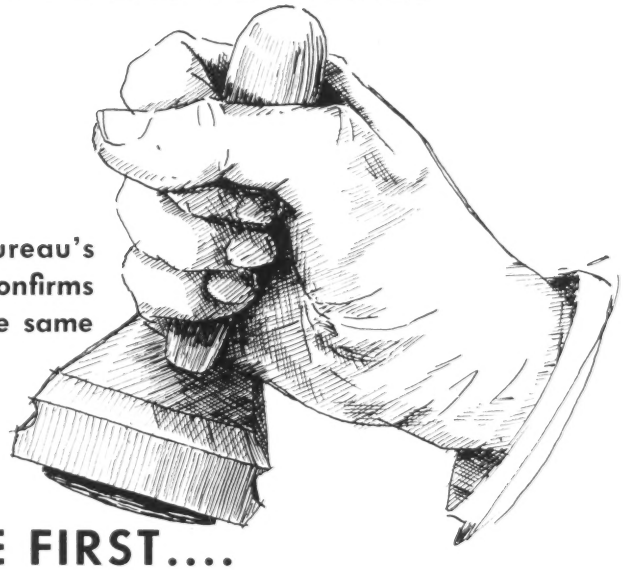
WBAL

50,000 Watts • Radio Baltimore • NBC Affiliate

Nationally Represented by Henry I. Christal Co.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

CONFIRMED



The American Research Bureau's Report for October 1953, confirms the Tele-Pulse Report for the same month.

ELEVEN OF THE FIRST....

15 highest rated programs in Dallas are on KRLD-TV, Channel 4

Here's ARB's report:

KRLD-TV	**11 Firsts**
Channel B	**4 Firsts**
Channel C	**NO Firsts**

Nothing sudden or "come lately" about KRLD-TV's dominating leadership. It is the net result of a progressive and continuing history of doing a job for its viewers and advertisers "above and beyond the call of duty" of an ordinary television station.

Exclusive outlet for CBS Television Network Programs in Dallas and Fort Worth. 100,000 watts Video.

JOHN W. RUNYON, *Chairman of the Board*
CLYDE W. REMBERT, *President*

KRLD-TV

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE

The Times Herald Station. Owners and operators of Radio Station KRLD, 50,000 watts.

Channel 4, Dallas

The Branham Company, *Exclusive Representative*

closed circuit®

RECORD $8.5 MILLION transaction whereby Storer Broadcasting Co. acquires Empire Coil Co. (WXEL [TV] Cleveland, vhf ch. 9, and KPTV [TV] Portland, Ore., uhf ch. 27) is forerunner of other deals involving fabulous Storer operations. Transaction necessitates sale of at least one Storer tv property since he holds maximum of five vhfs. It's presumed he will seek am affiliate for WXEL. Then he would have to sell an am affiliate to bring his radio station total to seven-station maximum. (See story page 27.)

★ ★ ★

FCC MEMBERS this Wednesday will have luncheon with White House Secretariat. It will be first meeting of FCC *en banc* at White House since administration change, although Chairman Hyde has had several conferences there.

★ ★ ★

THERE'll be no mention whatever of "recession" in upcoming Advertising Council all-media campaign to promote U. S. economy, to be announced Tuesday, but drive actually is strictly anti-recession move built around growing belief that country may be headed toward leaner days.

★ ★ ★

AT THIS DATE it appears that not one member of FCC fundamentally favors Budget Bureau proposal for schedule of filing fees to defray FCC's operating costs (see editorial, page 122). One Commissioner, it's understood, may offer proposal to assess rates on basis of station rate cards, which would mean that station's own appraisal of its worth would govern. But there's still way out since Budget Bureau directive isn't mandatory.

★ ★ ★

EXTENT to which major networks regard time-sharing operations in tv as probationary indicated in insistence that such contracts carry floating six-month cancellation clause. Networks obviously find it easier to deal with one entity rather than two on tv clearances and, therefore, are disposed to keep their contractual situations fluid to enable them to jump to full-time operations if and when available.

★ ★ ★

THERE ARE half-dozen big-station deals (both radio and television) brewing in anticipation of revision of FCC's multiple ownership rule permitting single entities to control seven stations in any class but not more than five vhfs in tv. It's premature, principals say, to talk about these deals until they're closer to consummation.

★ ★ ★

RENEWED TREND toward acquisition of broadcast properties, primarily tv, by absentee investment capital is causing FCC concern. Commission majority would prefer to see professional broadcasters rather than professional bankers or Wall Streeters in business of operating stations and this attitude may be manifested in one or more pending cases involving transfers.

★ ★ ★

DOOR may be wide open for much shuffling by GOP Senators for coveted places on Senate Interstate & Foreign Commerce Committee. Unless party alignments prevent it, move to Senate Foreign Relations Committee is certain for Sen. Homer E. Capehart (R-Ind.). He would take vacancy created there by death of Sen. Charles W. Tobey. Capehart jump from Commerce committee would leave two GOP vacancies, advance Sen. Andrew F. Schoeppel (Kan.) as Republican ranking next to Chairman Bricker.

★ ★ ★

CROSLEY Broadcasting Corp. soon will unwrap details of survey taken by WLW-WLWT (TV) Cincinnati on estimated amount of business brought in from outside of community by audience participation shows. Crosley based survey on two shows programmed daily and one show Saturday. Both radio and tv are included. Figures will point up 2,000 out-of-towners per week with business volume brought in at $250-300,000 per year level.

★ ★ ★

NEXT headache facing video-suppressing college sports directors, baffled over television's present impact, will be color. They fear appeal of gay crowds, green gridirons, uniforms and drama of modern playing techniques will treble medium's impact on attendance at games—flanked by such new developments as magnetic recording, subscriber service and theatrical showings.

★ ★ ★

PROPOSAL in talking stage would change makeup of traditional *Congressional Directory*, bible of U. S. lawmakers, with mark of broadcast influence. Move is afoot to insert pronunciation guide of all legislators' names, serving as boon to radio-tv newsmen, commentators throughout country.

★ ★ ★

WHILE it has not yet been officially announced, NBC's o&o WMAQ Chicago is set to start all-night operation about Feb. 1. Station will air music, news and traffic bulletins. Move presumably ties in with Conelrad civil defense operation.

★ ★ ★

BACK of formation of new Broadcast Executives Club of Chicago is desire to return to original concept of old Chicago Radio Management Club, which concentrated on buying and selling before it expanded membership to include producers, directors and related personnel. It also is felt new organization will not overlap Chicago Television Council, which has played up entertainment phase of visual media.

IN THIS ISSUE

LEAD STORY

Storer Broadcasting buys Empire Coil, including WXEL (TV) Cleveland and KPTV (TV) Portland, for $8.5 million. *Page 27.*

NCAA TV CONTROL

National Collegiate Athletic Assn. conference votes to retain rigid restrictions on football telecasts. *Page 28.*

ADVERTISERS & AGENCIES

New York State Supreme Court sustains jury award of $300,000 to Duane Jones. *Page 29.*

FILM

National Telefilm Assoc. sets up new tv film distribution system. *Page 31.*

Hearst Metrotone News buys Telenews Productions. *Page 32.*

TRADE ASSOCIATIONS

Station Representatives Assn. denounces ABC split-sponsorship plan for radio as a "rate cut." *Page 42.*

GOVERNMENT

Senate fight on confirmation of Robert E. Lee as FCC commissioner may break out along party lines. *Page 54.*

Congress convenes, with several measures of importance to radio and television on its agenda. *Page 55.*

WCAN-TV Milwaukee seeks court order revoking FCC assignment of ch. 6 to Milwaukee suburb. *Page 58.*

STATIONS

Weekly B•T summary of tv stations beginning operation last week and planning to in next 30 days. *Page 62.*

NETWORKS

DuMont bought KCTY (TV) Kansas City from Empire Coil for first-hand study of uhf problems. *Page 70.*

Tv provided 80% of NBC networks' gross. *Page 72.*

Harmony promises to reign at Mutual affiliate meeting Jan. 18-19. *Page 74d.*

FEATURES

Where should tv film be made? The case for New York: *Page 80.* The case for Hollywood: *Page 81.*

In another industry-wide survey B•T finds out how much program time tv stations devote to film. *Page 78.*

Tips on how to handle film without dirtying or damaging it. *Page 89.*

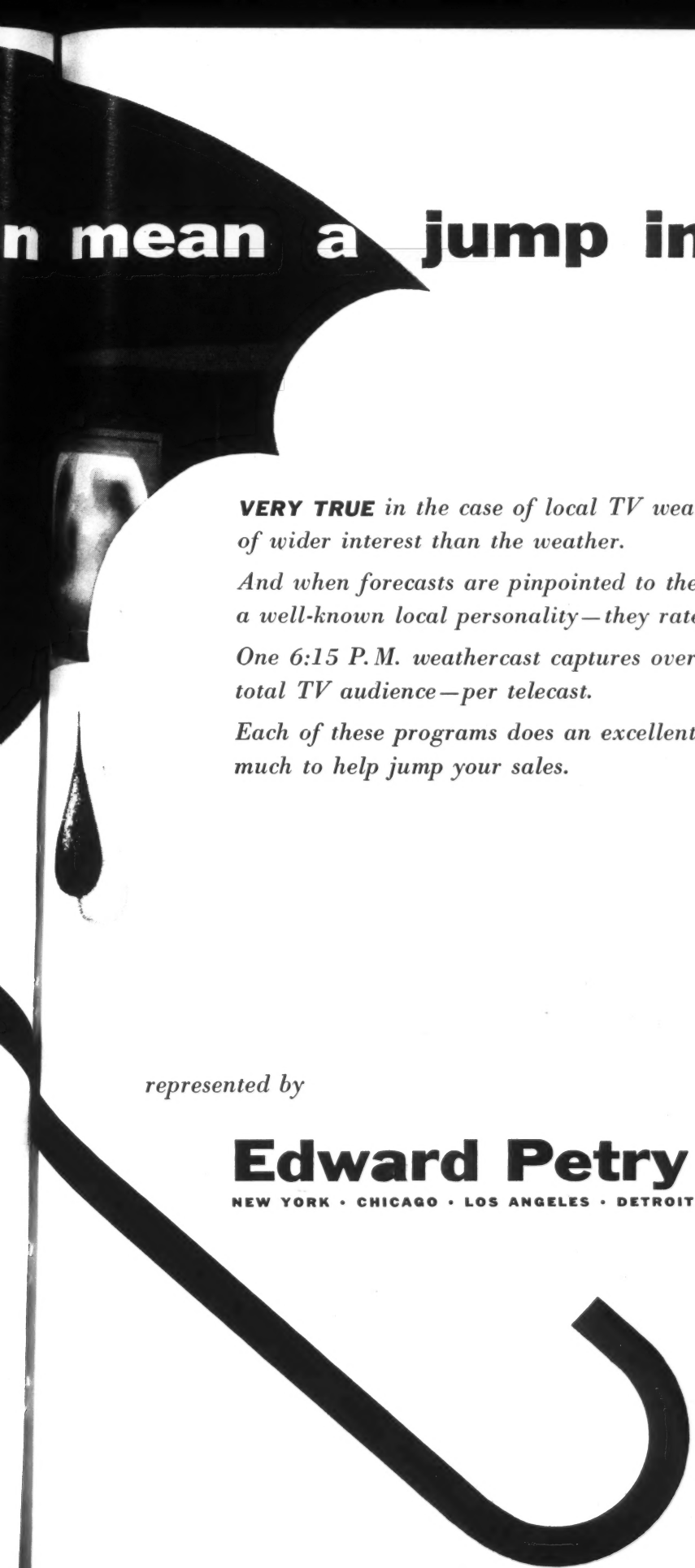
FOR THE RECORD

Text of FCC's proposed rules on fm functional operations. *Page 102.*

TELESTATUS summary of all tv stations on the air and their estimates of tv sets. *Page 117.*

Commencement target dates of all tv grantees. *Page 120.*

a drop in barometer can



n mean a jump in sales!

VERY TRUE *in the case of local TV weathercasts. For no subject is of wider interest than the weather.*

And when forecasts are pinpointed to the local market—and put on by a well-known local personality—they rate high and sell hard.

One 6:15 P.M. weathercast captures over one-third of the total TV audience—per telecast.

Each of these programs does an excellent selling job. Each can do much to help jump your sales.

WSB-TV . . . . . Atlanta
WBAL-TV . . . . . Baltimore
WFAA-TV . . . . . Dallas
KOA-TV . . . . . Denver
WICU . . . . . Erie
KPRC-TV . . . . . Houston
KECA-TV . . . . . Los Angeles
KSTP-TV . . . . . Mp'l's.—St. Paul
WSM-TV . . . . . Nashville
WABC-TV . . . . . New York

represented by

Edward Petry & Co., Inc.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS

WTAR-TV . . . . . Norfolk
KMTV . . . . . Omaha
WTVH-TV . . . . . Peoria
WENS . . . . . Pittsburgh
WOAI-TV . . . . . San Antonio
KFMB-TV . . . . . San Diego
KGO-TV . . . . . San Francisco
KOTV . . . . . Tulsa
KEDD . . . . . Wichita

Things have changed in ARKANSAS, too!

Five-figure incomes may once have been rare in Arkansas, but believe us, times have changed! The State has recently made spectacular economic advances—Farm Income, for example, is 132.3% greater than it was ten years ago . . . *Retail Sales are 251.7% greater*!*

Radio in Arkansas has also taken giant strides forward. Almost all the State can now be covered with *one* radio station—50,000-watt KTHS in Little Rock—CBS Radio, and the only Class 1-B Clear Channel station in the State. KTHS gives *primary* daytime coverage of 1,002,758 people, more than 10% of whom depend upon KTHS exclusively for primary daytime service. KTHS actually delivers an *interference-free* daytime signal to 3,372,433 people!

Talk with your Branham man, *soon,* for all the KTHS facts.

---

* Sales Management figures

50,000 Watts . . . CBS Radio

Represented by The Branham Co.
Under Same Management as KWKH, Shreveport
Henry Clay, *Executive Vice President*
B. G. Roberston, *General Manager*

KTHS

BROADCASTING FROM
LITTLE ROCK, ARKANSAS

at deadline

Kevin Sweeney Becomes New President of BAB

ELEVATION of Executive Vice President Kevin B. Sweeney to presidency of BAB announced Friday following his nomination by unanimous vote of five-man nominating committee and ratification by entire board of directors without dissent [CLOSED CIRCUIT, Dec. 21, 1953]. He succeeds William B. Ryan, who resigned effective Dec. 31 over policy differences [B•T, Nov. 23, 1953].

Mr. Sweeney

Mr. Sweeney, nominating committee and executive committee also agreed on creation of two new vice presidents in the near future to assure "strength and depth at the executive level." Executive committee accepted recommendations advanced by Mr. Sweeney for "certain minor modifications in operating policies which we feel will speed BAB's growth to the $1 million level," according to Board Chairman Charles C. Caley of WMBD Peoria, and Robert D. Swezey, of WDSU New Orleans, chairman of nominating committee. Post of executive vice presidency, given to Mr. Sweeney when Mr. Ryan's resignation became effective, will be dropped, but "all those policies and services that have built BAB so swiftly into a major influence in national and local advertising" will be retained.

Mr. Sweeney was understood to have wanted no written contract for presidency, but pledged himself to continue in office at least two years.

Mr. Swezey said new president was nominated "only after committee gave thorough consideration to the qualifications of a number of people who had applied or been recommended. . . . In brief, we found no person available who had what we considered qualifications for the position superior to those of Mr. Sweeney. We find it difficult to match his sincere confidence in the continued strength, importance and effectiveness of radio among media, his energy, his creative and promotional ability and his knowledge of the job to be done."

Mr. Caley said "we have tremendous confidence in Kevin Sweeney as the best man to head the activities of BAB. We believe he and the excellent staff which has been developed in the past two years will increase the already important contribution BAB is making to radio's prosperity. . . . "

Mr. Sweeney joined BAB in November 1951 as vice president to direct all promotion and sales activities. He started in radio sales and promotion upon graduation from U. of Southern California in 1938, serving 3½ years with CBS in Los Angeles, then moving to ABC as western sales promotion manager and subsequently (1943) as assistant to western division vice president. After two years of wartime service as Navy aviation officer, he returned to radio as general manager of Housewives Protective League programs. He held that post until HPL programs were sold to CBS in 1948, then moved to KFI-AM-TV Los Angeles as general sales manager and continued there until he became sales manager of Don Lee Network television.

FILM SELLS FAST

RCA RECORDED Program Services reported Friday that it sold *The Little Match Girl* Christmas tv film program in 65 markets during 10-day period. Company spokesman noted that prints of film, produced in Berlin, did not reach salesmen until 10 days prior to Dec. 25.

Sees Universal Tv

PREDICTION that television will become as universal as radio within next 10 years, with some 60 million tv sets in use in American homes, expressed in statement released today (Mon.) by Don G. Mitchell, Sylvania Electric Products Inc. chairman. He said that on assumption that tv set wears out in about eight years, long-term demand should be between 7½ and 9 million sets annually. Mr. Mitchell praised entire tv industry and National Television System Committee for work in development of approved color standards.

• BUSINESS BRIEFLY

B & W BOOSTS BUDGET • Brown & Williamson Tobacco Co., Louisville, has boosted its budget for 1954, effective Jan. 18, adding 30 more television markets to its present list and increasing frequencies on 60 stations already running campaigns. In addition, frequency in 33 radio markets is to be increased. Agency: Ted Bates Inc., N. Y.

PACKARD CAMPAIGN • Packard Cars, through Maxon Inc., using large saturation spot announcement campaign in radio and television in wide number of markets. Schedule will run tomorrow (Tues.) through Jan. 18,

GMC SPONSORS GODFREY • General Motors Corp. (Frigidaire) effective Jan. 6 began sponsoring *Arthur Godfrey & His Friends* on CBS-TV, every other Wednesday, 8:30-9 p.m. Agency: Foote, Cone & Belding, Chicago.

SUNSHINE URGED TO USE RADIO • Cunningham & Walsh, N. Y., understood to have recommended early-starting radio spot announcement campaign for Sunshine biscuits. Advertiser expected to make decision early this week.

SEEK AVAILABILITIES • Harry M. Frost Co., Boston, looking for radio spot announcement availabilities in limited number of markets for its client, Gorton-Pew fisheries, Gloucester. Schedule probably will start late January or early February.

FROZEN FISH SPOTS • Frionor Frozen Fish, Jersey City (Norwegian frozen fish), is planning largest regional radio and television campaign in its history, effective Feb. 18 for six weeks. Spots will run from 13 to 26 times per week on Wednesday, Thursday and Friday mornings. Client placing time on women's participating shows (cooking and shopping formats) in about dozen radio-tv markets. Creative Adv., Jersey City, is agency.

Frey, McAvity, Stanton Get Promotions at NBC

PROMOTION of George H. Frey to vice president in charge of television network programs and election of NBC-TV National Program Director Thomas McAvity and Film Division Director Carl Stanton to vice presidencies were announced Friday by President Sylvester L. (Pat) Weaver Jr. following monthly board meeting.

Harry C. Hagerty, financial vice president of Metropolitan Life Insurance Co. and member of RCA Board, was elected to NBC Board.

Mr. Frey, who has been vice president and director of tv sales, succeeds John K. Herbert, resigned [B•T, Dec. 28, 1953], while Mr. Hagerty takes board seat held by Mr. Herbert. Mr. McAvity's new title is vice president in charge of television network programs and Mr. Stanton's is vice president in charge of Film Division. Promotions follow last month's elevation of Mr. Weaver from tv program vice presidency to presidency of NBC, and of Robert W. Sarnoff from Film Division vice presidency to NBC executive vice presidency [B•T, Dec. 7, 1953].

RCA Realigns, Creates Two New Divisions; Elliott, Watts, Engstrom, Odorizzi Exec. V.P.'s

REALIGNMENT of RCA, involving four promotions, establishment of two new divisions and consolidation of staff functions was announced jointly by Brig. Gen. David Sarnoff, chairman of board, and Frank Folsom, president, Friday.

Promoted to be executive vice presidents were Joseph B. Elliott, Consumer Products Division; W. Walter Watts, Electronic Products Division; Dr. E. W. Engstrom, RCA Labs. Division, and Charles M. Odorizzi, corporate staff.

Consumer Products and Electronic Products are new divisions in RCA entity. They encompass major functions of what was formerly RCA Victor Division, it is understood. Corporate staff is new organization, also, and will supervise staff functions of RCA and all units and subsidiaries.

Both Gen. Sarnoff and Mr. Folsom pointed to eightfold increase in RCA sales in last 15 years and trebling of workers to today's 65,000 total—as well as "steadily growing business in a constantly changing art and industry"—as reasons for establishing new organization.

It is understood that W. A. Buck, general manager of RCA Victor Division, will be vice president in charge of general planning. It also is presumed that the RCA Victor name will be retained as a trade mark.

How Are You Fixed For Sales?

Ginny Wood

Ginny Wood, gracious hostess of WSPD-TV's "Woman's Window", has the sparkling enthusiasm and experience it takes to increase your sales in the WSPD-TV billion dollar market.

"Woman's Window" is directed to WSPD-TV's women viewers, featuring interviews with interesting women who make Toledo tick. Toledo women know Ginny, and her fan mail proves they are enthusiastic about her.

Sales Increase With Proper Planning

Ginny carefully works out nuworld cheese presentation with Marion Mills of Arthur Towle Agency.

Using props, Ginny actively demonstrates sponsors' products—everything from food to house paint.

Get your share of sales in WSPD-TV's billion dollar market.
Contact your nearest Katz agency or call ADams 3175 in Toledo.

WSPD-TV AM-TV
TOLEDO, OHIO

Storer Broadcasting Company
TOM HARKER, NAT. SALES DIR., 118 E. 57th STREET, NEW YORK

Represented Nationally by KATZ

at deadline

WBUF-TV Ruled 'Party In Interest'; Other Actions

CLAIM by uhf ch. 17 WBUF-TV Buffalo that it will suffer economic injury from grant of vhf ch. 2 there to Niagara Frontier Amusement Corp. is sufficient to consider station "party in interest" in ch. 2 hearing, Chief of FCC Broadcast Bureau asserted Friday in comment upon WBUF-TV petition to intervene.

Ch. 2 hearing began Friday, was recessed to this Friday. It was called by FCC on Niagara Frontier bid, survivor applicant after merger proposal, with issues including good faith of Enterprise Transmission Inc., dismissed applicant not involved in merger [B•T, Dec. 14, 1953]. Niagara Frontier proposes to buy physical plant of uhf ch. 59 WBES-TV Buffalo, now deleted, which quit after publicity of proposal [B•T, Dec. 21, 1953].

WBUF-TV in multiple pleadings charges Commission improperly set Niagara Frontier for hearing, asks reconsideration; seeks return of ch. 2 bid to nonhearing processing line, and requests enlargement of issues in hearing. WBUF-TV contends its participation will enable revelation of facts which FCC counsel might overlook.

CBS Answers Show Cause Order

REPLYING to FCC show cause order to give CBS three years to give up excess am station holdings under new multiple ownership rules limiting am to seven [B•T, Nov. 30, 1953], CBS told Commission that when it made investments FCC's rules permitted it to do so. "Those investments do not violate the letter or the spirit" of rules, CBS said, concluding it "should not be compelled to divest itself" of any holdings in am. CBS owns six outlets, has minority in three more.

Merger Proposed by Charleston Applicants

MERGER proposed by two applicants for vhf ch. 8 Charleston, W. Va., as Capital Tv Co. Friday petitioned FCC to dismiss its bid, keep WCHS in hearing. Capital would be minor stockholder in tv venture.

Beachview Urges WAVY Application Dismissal

CHARGING vhf ch. 10 application and amendments thereto of competitor WAVY Portsmouth, Va., are financially and legally defective, fails to disclose "material information required by Commission," constitutes "unauthorized transfer of control" and contains "material misrepresentation of fact," Beachview Broadcasting Corp. of Norfolk petitioned FCC Friday to dismiss WAVY's television application or in alternative to enlarge issues in ch. 10 hearing. Beachview further alleges split stock arrangement and voting trust puts 11 stockholders "in a position to obtain voting control, upon a negligible financial outlay" of about $490 "at the expense of some 50 other stockholders." WAVY earlier petitioned for dismissal of Beachview on financial grounds.

New Bid for Buffalo Ch. 7

NEW TV bid for vhf ch. 7 filed at FCC Friday by WWOL Buffalo. Already pending for ch. 7 there are WKBW, Community Tv Co. and Great Lakes Tv Inc. Latter is merger of WFBR, Copper City Broadcasting Corp. (WKTV-TV Utica), WPIT (Pittsburgh) Inc. and Catarac Theatre Corp. [B•T, Nov. 30, 1953].

WTVR (TV) Increases Power

WTVR (TV) Richmond, Va., increased power five-fold—from 20 to 100 kw—Friday afternoon with move to new transmitting location in heart of Richmond. New 844-ft. tower, 1,049 ft. above sea level, and maximum radiated power will give Havens & Martin station statewide coverage, station official said. Two-year, $750,000 construction job also involved complete re-equipping with RCA 25 kw transmitter and antenna. WTVR began operating April 22, 1948, is affiliated with all four networks and is represented by Blair Tv Inc.

Raytheon Profit

RAYTHEON MFG. Co., Waltham, Mass., has reported net profit of $1,639,000 on sales of $81,177,000 for first half of fiscal year ended Nov. 30, 1953, as compared with profit of $1,913,000 on sales of $78,787,000 for corresponding 1952 period.

NCAA VOTE 172-9

EFFORT by Notre Dame to prevent National Collegiate Athletic Assn. from giving its tv committee annual blank check to draft football programs without convention action on specific details of video program was shouted down Friday in closing hours of Cincinnati convention (see early story page 28). New tv committee was to be appointed Saturday. Convention voted approval by vote of 172 to 9. Endorsement of strict video control showed opposition colleges, led by Notre Dame, had mustered two less votes than year ago. Fr. Edmond P. Joyce, CSC, Notre Dame vice president, appealed to delegates to revise NCAA procedure so they could discuss and vote on details of each annual control plan during convention sessions.

Zenith, Rauland Sue RCA, Others for $16 Million

ZENITH Radio Corp. and its tube manufacturing subsidiary, Rauland Corp., last Friday in Chicago District Court demanded $16 million in treble damages from RCA and others for alleged violation of federal anti-trust laws. Action was in form of motion for amended counter-claim in suit originally filed against Rauland and Zenith by RCA in 1948 which alleged patent infringement.

Zenith claims damages suffered from RCA setting up with others of "illegal patent monopoly" in U. S. and abroad, operating "a worldwide cartel" in electronics, and "conspiring to monopolize patents and patent licenses in the U. S. and foreign countries."

Zenith claims that losses and damages suffered to its business amount to more than $4,450,000. Loss sustained, Zenith says, from being "illegally excluded" from Canadian market, payment to RCA of royalties under "illegal and unenforceable" patent claims, and attorney fees occasioned by RCA infringement claims. Rauland claims for treble damages add $2.7 million to this total.

WOR-TV to Let N. Y., N. J. Educators Use Tower

PLANS for making available facilities of WOR-TV New York's 810-ft. tower and transmitting equipment in North Bergen, N. J., to state educational depts. of New York and New Jersey were announced Friday by Gordon Gray, General Teleradio vice president in charge of WOR-AM-TV. Use of facilities at North Bergen was discontinued when WOR-TV started transmitting from Empire State Bldg. in December.

UPCOMING

Jan. 11-12: National Appliance & Radio-Tv Dealers, Conrad Hilton, Chicago.
Jan. 14-15: ABC-AM-TV Affiliates, with network, Waldorf-Astoria, New York.
Jan. 16: Oklahoma Assn. of Broadcasters, Hotel Tulsa, Tulsa.

For other Upcomings see page 115.

PEOPLE

MALCOLM E. (BUD) LAING, business manager of ABC-TV sales department, was appointed to post of ABC station relations regional manager for New York, New England and Canada today (Mon.) by Alfred R. Beckman, national director of ABC station relations department. Mr. Laing joined ABC in March 1951 as manager of station clearance for television following service with NBC-TV as assistant manager of station clearance.

WILLIAM M. KOBLENZER, account executive with DuMont Television Network since 1949, appointed eastern sales manager.

GEORGE N. BEECHER, vice president-account supervisor, Kenyon & Eckhardt, N. Y., to Dancer-Fitzgerald-Sample, N. Y., as a vice president and account executive.

Funeral service for **GEORGE COOK ATKINSON,** 41, vice president-general manager of KEAR San Mateo, Calif., formerly account executive with WQXR New York, held Friday in New York. Mr. Atkinson died suddenly Dec. 30 in Inverness, Calif.

JOHN B. SIMPSON, director of radio-tv department; **JOHN M. ROLFE,** copy supervisor, and **FRANKLIN L. MILLER,** member of plans group, elected vice presidents at Foote, Cone & Belding, Chicago.

M. J. McNICHOLAS, manager of special apparatus division of Andrea Radio Corp., Long Island City, N. Y., appointed director of company's electronics division.

Loughren Says Best Type Color Tube Still Undecided

TYPE OF COLOR picture tube eventually used in tv color sets may be three-gun shadow-mask tube like that currently made by RCA, one-gun tube like that being produced by Chromatic Television Labs, or perhaps some different type, A. V. Loughren, executive vice president, Hazeltine Research Inc., said Friday. Choice will depend on cost and on set's stability when operated by general public, he said, noting that at present both three-gun and one-gun systems are attractive enough to invite further exploration. Hazeltine, having already reported to its licensees on complete circuitry for color sets using RCA three-gun shadow-mask tubes and issued preliminary report on processing NTSC color signals for reception on one-gun tube sets, is now demonstrating reception of color with one-gun tube receiver to licensees (Friday to technical press) and will report to them on full circuitry for such reception within next few months.

Daytimers Urge Set Hours

SEVENTY daytime broadcasters from 20 states attending Daytime Broadcasters Assn. St. Louis meeting Friday passed resolution urging 5 a.m.-7 p.m. (or local sunset, whichever is later) daily operating hours. Ray Livesay (WLBH Mattoon, WHOW Clinton, Ill.), association secretary-treasurer, encouraged daytimers to continue state and regional groups and to throw support behind national DBA. Ralph Bitzer of Fred O. Grimwood Co., consulting engineers, outlined presentation DBA can make before FCC.

ABC Gets Legion Award

ABC RADIO was to be presented with American Legion's annual radio award "for outstanding network presentations during the year 1953" yesterday (Sunday). Robert E. Kintner, ABC president, accepted award on behalf of network from National Commander Arthur J. Connell, who cited ABC Radio for its "consistent programming of news and entertainment, tendered in the best traditions of America."

NOW!

On The Air!

Low Band

VHF

CHANNEL 6

AUGUSTA, GA.

- A great new TV area
- Nearest TV station 70 miles distant
- Serving one of the South's largest markets
- 808,200 Population
- 207,700 Homes
- 27 Ga. & S. C. Counties

(FCC Coverage Contour)

Estimated TV Homes Jan. 1, 1954: 36,000

NBC • ABC • DuMONT
Interconnected

WJBF TV
CHANNEL 6...

AUGUSTA, GEORGIA

Represented by Hollingbery

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BROADCASTING* TELECASTING*

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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John Osbon, *News Editor.*

HOLLYWOOD — Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.
David Glickman, *West Coast Manager;* Leo Kovner, Marjorie Ann Thomas.

Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

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Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

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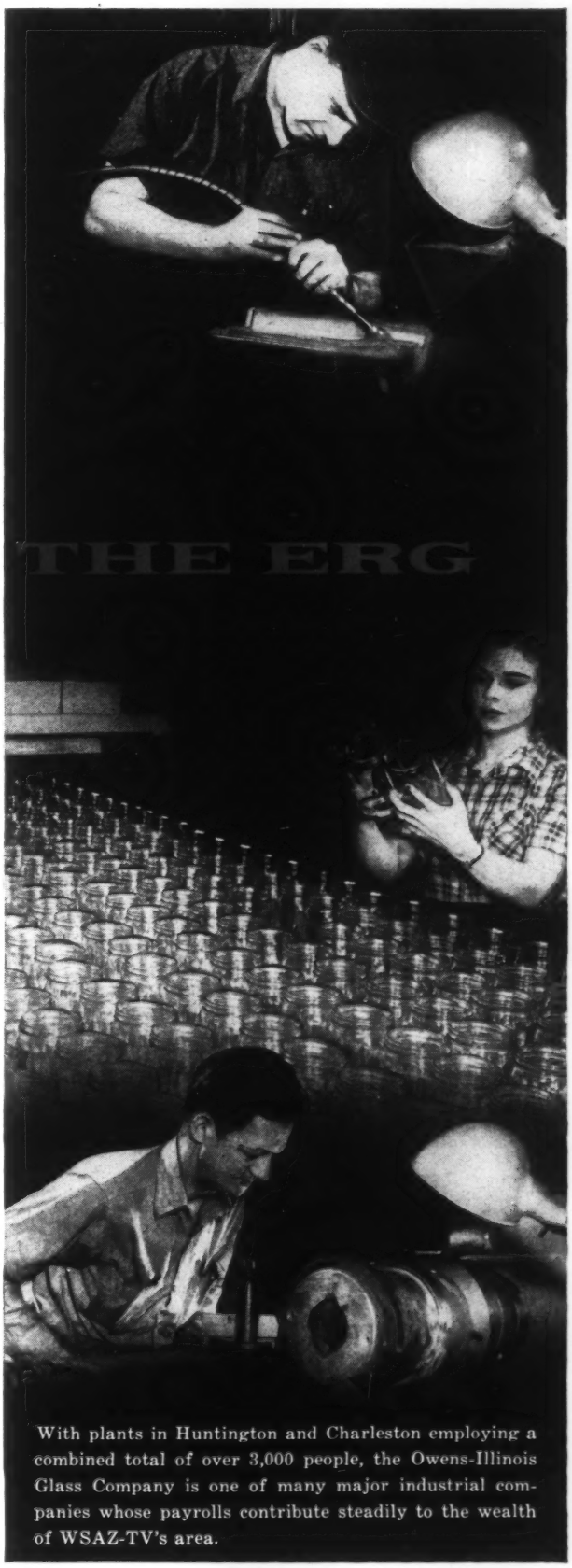
CONSIDER THE ERG

It's the physicist's yardstick for a unit of energy or work. A single erg is pretty small. It would take many trillions of them to measure the amount of money-making work that goes on here in the industrial heart of America.

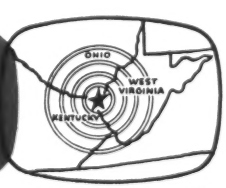
Within the 114 counties that WSAZ-TV (and *only* WSAZ-TV) covers, you'll find a prodigious concentration of the nation's busiest manufacturers. Their steady payrolls swell the buying power of this area to over four billion dollars—a happy hunting ground for all kinds of advertisers.

More and more of these advertisers are putting extra ergs into their budgets by enlisting WSAZ-TV to reach the prosperous families of this wealthy region. Why don't you do the same?



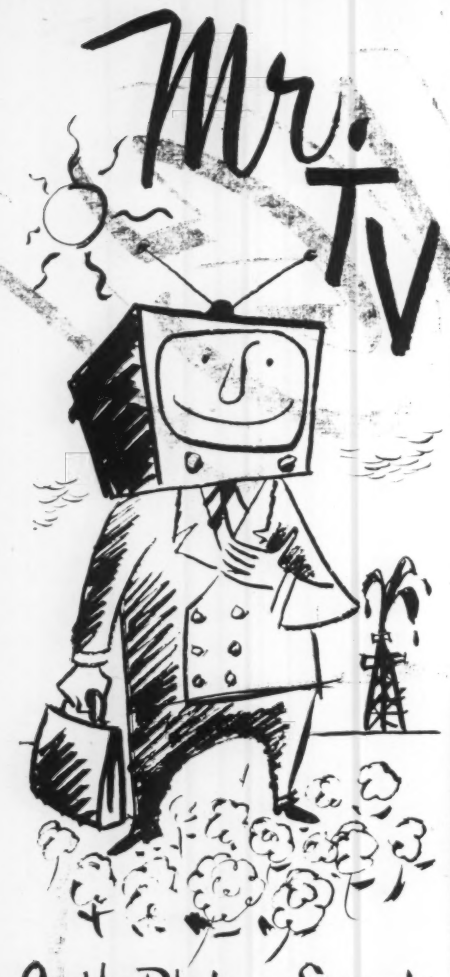
With plants in Huntington and Charleston employing a combined total of over 3,000 people, the Owens-Illinois Glass Company is one of many major industrial companies whose payrolls contribute steadily to the wealth of WSAZ-TV's area.

WSAZ



TELEVISION

Huntington-Charleston, West Virginia
Channel 3—100,000 watts ERP—NBC-CBS-DuMont-ABC
Affiliated with Radio Station WSAZ.
Lawrence H. Rogers, Vice President & General Manager, WSAZ, Inc.
Represented nationally by The Katz Agency



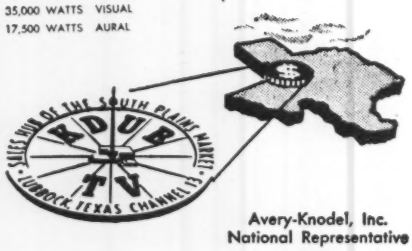
South-Plains Specie

He is as natural on the South Plains as jack rabbits and oil wells. His audience has grown in Texas-style leaps and bounds.

Here are 396,829 entertainment hungry customers with the biggest pocketbook ever. Naturally TV caught on quick. Advertisers caught on quick and *KDUB-TV, FIRST IN WEST TEXAS,* has your South Plains market *signed, sealed and channeled.*

W. D. "DUB" ROGERS — President
MIKE SHAPIRO — Commercial Mgr.

EFFECTIVE POWER
35,000 WATTS VISUAL
17,500 WATTS AURAL



Avery-Knodel, Inc.
National Representative

affiliates: Paramount CBS DuMont

BING CROSBY SHOW

Network: CBS-TV
Time: Jan. 3, 9-9:30 p.m.
Sponsor: General Electric Company
Agency: BBDO
Star: Bing Crosby
Guest Star: Jack Benny
Cast: Sheree North, Cass County Boys
Producer-Writer: Bill Morrow
Director: Frederick de Cordova
Assoc. Producer: Sid Brod
Music Conductor: John Scott Trotter
Announcer: Ken Carpenter

EXCEPT for several distracting ineptitudes of production, Bing Crosby's first show of his own on television must be counted a success. Never were performer and medium better suited to each other.

With characteristic ease of presentation, Mr. Crosby sang "Y'All Come," "It Had To Be You," "Changing Partners" and "I Love Paris." The Crosby voice may not have quite the authority it had 20 years ago, but the sheer professionalism of his delivery is worth any viewer's time. He should be as durable in television as he has been in radio, movies and recording.

If, as is to be hoped, Mr. Crosby undertakes more frequent excursions into television than he now plans, he is owed more cooperation

MUST BE COUNTED A SUCCESS ON TV

from the production staff than he received in his first venture.

He will need tighter editing of supporting features of his program. On the opening show, the exchange of chit-chat between him and Jack Benny was tiresomely long, a criticism that could also be made of the dance of Sheree North. Miss North's dance was a sight gag in which she suddenly changed character from the dumb and somewhat passive blonde to a tornado of—there's no other word for it—sex. The gag would have been better if the dance had lasted half as long.

He will also need to exercise restraint of his own in keeping promotional mention of his other interests to a minimum. The dialogue Jan. 3 was tastelessly rife with references to his Decca recordings.

He will need more imaginative scenery. A backdrop before which he appeared in one singing number and in the Benny bit was unfortunately distracting. Its design was an adaptation of the CBS-TV eye, endlessly repeated. In deference to the performance going on before it, the network's trademark should have been at least temporarily removed.

He will need either to appear live or to get more sensitive film editing if he continues to use film. Possibly the most objectionable flaw of his Jan. 3 program was the canned laughter from a non-existent studio audience that had been dubbed inexpertly into the show.

Despite the shortcomings, the show proved that Mr. Crosby deserves a regular place in tv.

* * *

THE BRIGHTER DAY

Network: CBS-TV
Time: Mon. thru Fri., 1-1:15 p.m. EST
Sponsor: Procter & Gamble
Agency: Compton Adv. Inc.
Cast: Bill Smith, Brooke Byron, Hal Holbrook, Mary Lynn Beller, Lois Nettleton, Mary Michael
Producer: Mary Harris
Director: Ed Kogan
Music: Dick Leibert
Announcer: Jimmy Blaine
Producing Agency: Young & Rubicam Inc.
Writer: Doris Frankel

UNDER the by no means surprising sponsorship of Procter & Gamble, *The Brighter Day,* a daytime serial, has been inserted in the CBS-TV schedule. Among soap operas, this one is super-sudsy.

The new serial began last Monday. By Wednesday the story had become so hopelessly tangled that it would take months to straighten out the plot, assuming, as is definitely not the case, that the manufacturers of such programs would ever consider straightening. Already problems, problems.

The format deals with one Reverend Dennis, a model minister, fully equipped with the standard platitudes; his congregation, as folksy a collection of people as ever a clergyman has been blessed with; and members of his family, each with a personal crisis all his own.

A good portion of last Wednesday's installment was given over to Patsy, Rev. Dennis' young daughter, presumably involved in a love affair not destined to lead up the aisle at least for the present. Typical dialogue in a touching father-daughter scene:

Rev. Dennis: We're going to have a change in the weather. It's beginning to snow.
Patsy (after an unexpected phone call from her beau): No, Father, that's not snow, that's orange blossoms. And it's not January—it's June after all!

Acting quality on the new series is on a level with the script.

* * *

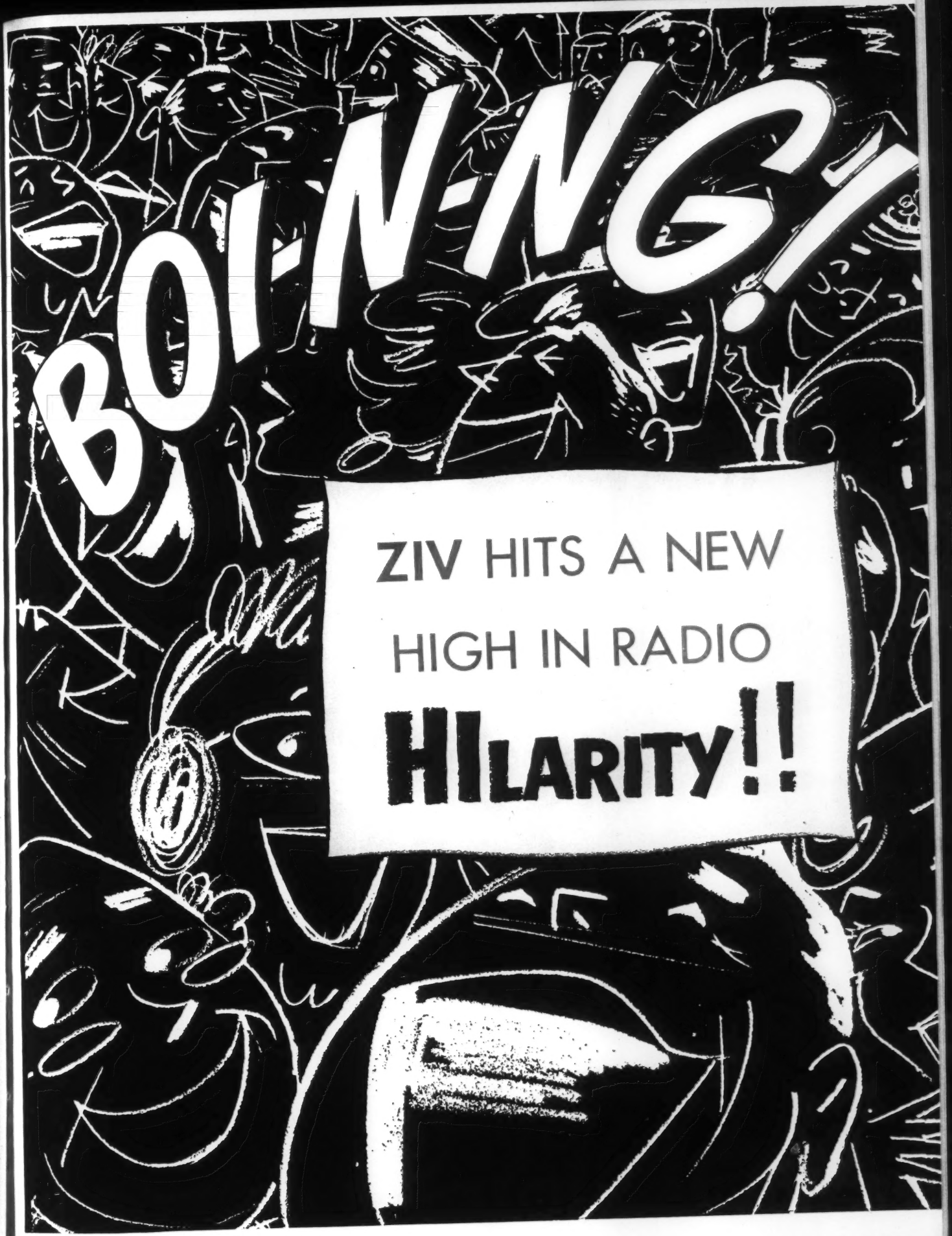
SPIKE JONES SHOW

Network: NBC-TV
Time: Sat., 8 p.m. EST
Star: Spike Jones
Cast: Helen Grayco, George Rock, Freddie Morgan, Sir Frederic Gas, and guests
Executive Producer: Edward Sobol
Producer-Director: Alan Yorkin
Associate Producer-Director: Jack Smight
Writers: Vic McCloud, Tom Adair
Production Supervisor: Eddie Klein
Musical Director: Spike Jones

CYMBALS clashed, the shotgun went off and *Spike Jones Show* had its premiere in a fury of music, singing, confusion and all-around slapstick fun on NBC-TV Jan. 2.

Spike Jones devotees who thrived on these madcap antics on records, radio and stage, will find the same slapstick appeal in the tv version. In the first telecast, Spike capitalized on some of this addiction by rendering such past Jones hits as "Old Black Magic" and "Cocktails for Two."

The guests tended to slow the pace somewhat. In the case of the first telecast, this injected humor somewhat less appealing than that provided by the irrepressible Spike and his musical maniacs.


BOING!
ZIV HITS A NEW
HIGH IN RADIO
HILARITY!!

A LAUGH-TIME OF SALES OPPORTUNITIES!

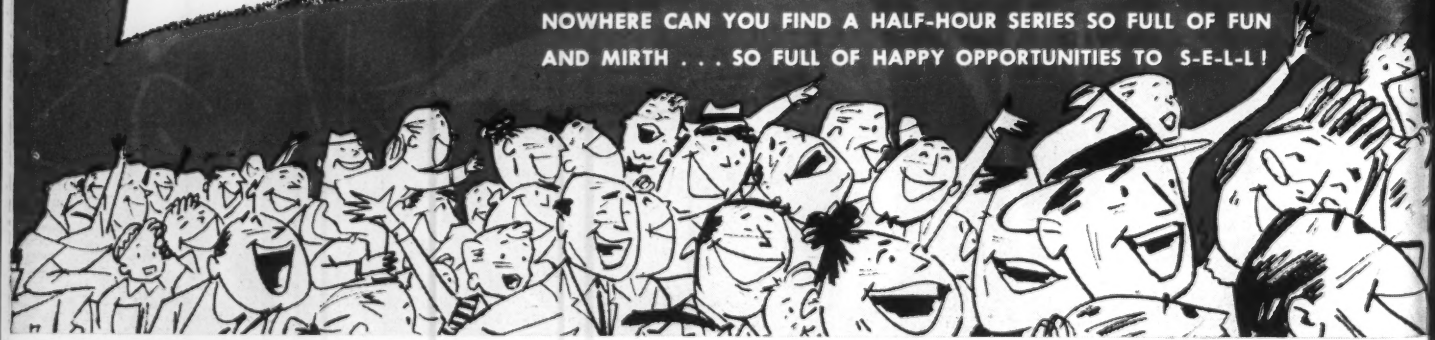
ZIV'S ROLLICKIN', ROARIN' RADIO LAUGH FEST...

"THE RED SKELTON SHOW"

26 a
zing

Bubbling over with fun for everyone!

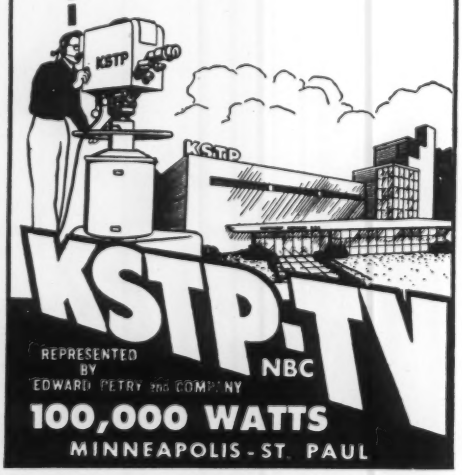
NOWHERE CAN YOU FIND A HALF-HOUR SERIES SO FULL OF FUN AND MIRTH . . . SO FULL OF HAPPY OPPORTUNITIES TO S-E-L-L!



RED'S A RIOT!
. . . as the
"MEAN WIDDLE KID"
. . . Red keeps fans in an uproar . . . Sponsors say "I DOOD IT."
RED'S A PANIC!
as the original chucklehead
CLEM KADIDDLEHOPPER
. . . Red's homespun humor is super hilarious.
HIS ANTICS ARE FRANTIC
. . . as
CAULIFLOWER McPUGG,
punchy Champ who leads with his head.
5 HALF-HOURS PER WEEK
means repeated
SALES OPPORTUNITIES
for YOU!
260 half-hours
planned for 5-per-week . . .
full of COMMERCIALS!
full of LAUGHS!
full of audience RESPONSE!
ACT FAST! WRITE, WIRE, PHONE BEFORE YOUR MARKET IS SOLD!
FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD

IN THE
Upper Midwest...

KSTP and KSTP-TV have the greatest and finest facilities of Radio and Television station in the nation at its expanded Television City site where the Twin Cities meet.



our respects

to THELMA KIRCHNER

PLEASANT personality helped Thelma Kirchner get her first job, that of answering phones for KGFJ Hollywood. The added virtues of hard work, the desire to learn and the knowledge that "broadcasting is it" are responsible for her rising to and maintaining her position of the past 10 years, that of general manager.

Referring to those "fun days" in the spring of 1930, she remembers learning to type from a typewriter manual while on the KGFJ 9 p.m.-12 midnight shift.

At the end of six months with KGFJ, which in March of 1928 had become the first 24-hour station in the U. S., she was promoted to a daytime job as secretary. At the end of another six months she inherited bookkeeping.

Mrs. Kirchner's next step was to become personal secretary to owner-manager Ben S. McGlashan. Additionally, she was put in charge of the talent auditions. She recalls noting at the time that Hanley Stafford, who later went on to fame as Baby Snooks' "daddy," had a beautiful voice. Other personalities, who passed her inspection, were Nelson Case, John Milton Kennedy, Lou Place, Harry Koplan, Ruth Etting and Cliff Arquette, who created many of his "Mount Idy" characters and situations on the station's ad lib programs.

When Mr. McGlashan was assigned to active duty with the Civil Air Patrol in 1943, she became manager of the station. During the first year it took to get her teeth into the new responsibiliy, she cancelled all the non-denominational paid religious and foreign language programs. The latter comprised 40% of KGFJ's programming schedule, and her sales force, with the exception of one, quit.

Though she calls impractical her education in Ft. Dodge, Iowa, the emphasis was on music, as her parents thought "it would be nice if Thelma played the piano." So, armed with her love and knowledge of music, she initiated test musical programs for KGFJ.

By August 1943 she had started recorded music programming. Deciding she could best sell her "baby" herself, she started making the rounds of the agencies. Suffering most through this phase, her own enthusiasm for what she was selling finally caught on.

By June of the next year, the petite Kansas-born executive inaugurated a 6-8 p.m. dinner concert. Two years later she featured classics in the 10 p.m.-12 midnight slot. As a result of requests for selections, she started mimeographing programs. USC each month received 750 programs, as it was required listening in its musical appreciation classes.

Mrs. Kirchner readily accepted the operation of the station as a challenge. Deciding an independent station in the Los Angeles market had to have a goal, she made hers "service to the community." She took seriously the FCC quote that a station's license is granted on the basis of "public interest, convenience and necessity."

In 1946, KGFJ moved from its downtown Los Angeles penthouse to individual quarters in the heart of Hollywood.

During 1946 she broke down the Los Angeles County Bar Assn. and together they presented *The Law Is Your Servant.* In cooperation with the Los Angeles County Medical Assn., a program called *If They Had Lived* made its debut. To impress Angelenos with the zoning system being instigated, she dreamed up a public service contest, *Calling All Zones.* Twice-weekly interviews, *Blood Goes to War,* emanated from blood centers. Cooperating with the West Coast office of Theatre Guild, she helped uncover the drama school racket with *Hollywood Casting Forum.*

That year saw KGFJ the recipient of New York City College's annual public service plaque for the outstanding program in the entire country, plus the top award for promotion by a station in the 250-1000 watt category.

A decorative asset to any station, Mrs. Kirchner is truly a working manager, conversant with her staff of 22 and their respective ambitions. Her chief engineer has been with her 10 years; traffic manager, 6 years; head music librarian, 4 years, and her announcers are 2-3-4-year men.

Her method of operation can best be summed up by the belief that top programming is through phonograph records coupled with a good writer and the attitude that if a public service project is authentic, KGFJ will air it.

A great believer in activity, the charming lady executive, who doesn't consider herself a career woman per se, is secretary-treasurer of the Southern Calif. Broadcasters Assn., having previously served the same two-year term in 1947-48. Additionally she holds membership in Hollywood Ad Club, Hollywood Chamber of Commerce and Los Angeles Press Club.

She lives in a garden apartment in the suburban Windsor Hills area and is unhappy if a week-end passes without her being able to dig in the dirt. Her fondness for wire-haired terriers is hampered only by the building rules.

Fascinated by the working of the FBI, she facetiously considers herself "a frustrated junior G-Girl." She loves to read, particularly history. As a very feminine Mrs. Kirchner, she adores cooking, pegging herself "a wine and herb dabbler."

A deep-rooted interest in the affairs of her country and her responsibility to citizens who turn to 1230 on the dial in search of information and entertainment are motivating factors behind Los Angeles County's only distaff station manager, who hopes never to lose sight of the fact she is still learning.

Billings and Cooings

EDITOR:

Congratulations on this year's annual report on radio and tv agency billings [B•T Dec. 28, 1953]. . . .

Fred B. Manchee
Exec. V.P. & Treas.
BBDO, New York

Around the World

EDITOR:

The editors of *The Christian Broadcaster* were struck by the very instructive article on "Commercial Radio in Japan" in your Oct. 5 issue.

As *The Christian Broadcaster*, edited by the World Committee for Christian Broadcasting, intends to supply interested church and broadcasting key people with information not only on Christian broadcasting, but on the development on radio and television all over the world in general too, we should like to have your permission to reprint that article in our winter issue. . . .

Dr. W. B. Meyboom, Editor-in-Chief
The Christian Broadcaster
Hilversum, The Netherlands

[EDITOR'S NOTE: Permission has been granted.]

On the Head

EDITOR:

I'd like to take this opportunity to thank you for your uhf editorial ["Seeing Is Believing—in Uhf Too," Dec. 21, 1953] which hit the nail right on the head. There is an awful lot of thinking which is in sore need of straightening out on this subject and only by continued repetition will that be accomplished.

Ted Bergmann
Director
DuMont Television Network
New York

Hi-Fi Operation

EDITOR:

Jan. 2, WATL-FM divorced simultaneous transmission from WATL and is now broadcasting nine hours daily of high-fidelity classics. To our knowledge, this is the first serious undertaking of this type in the deep South.

While the operation has been underwritten for one year, it is presently self-sufficient in that two hours are sponsored by a hi-fi distributor and a retail hi-fi corporation. The entire classical libraries of the major record companies are at our disposal.

The sustaining seven hours are presented on behalf of the newly appointed Water Ways Commission of Georgia. Response is dictating our considering duplication on am radio.

Lee Nance,
Director, Prog.-Sales
WATL-AM-FM Atlanta.

Editorial Comment

EDITOR:

The purposes of misinformation are ably served by your wild and crowing editorial "Triumph of the 'American Plan'" [B•T, Dec. 28].

After reading B•T for 12 years and working in broadcasting in four countries I must confess myself appalled at the ignorance of the facts which it displays.

By claiming that any or all broadcasting methods which use commercials constitute adoption of the "American Plan" is completely inaccurate. Yet this is the clear implication of your editorial. . . .

Study of overseas broadcasting methods will reveal to you that each nation has its own system of approach, its own methods and its own separate needs in broadcasting. All are different from each other.

Similarly, the system in vogue in the United States is completely unique in the world, insofar as it is totally owned by private individuals or groups. I do not know of any nation with living standards comparable to the U. S. that has the totally privately owned system. . . .

Trevor J. Constable
Los Angeles

[EDITOR'S NOTE: . . . Or with living standards comparable to the U. S. period.]

Delightful December

EDITOR:

I think the following "true story" of WCSS for December, may be of interest to you.

We had the highest billing of the six-year history of WCSS in December, 1953. We enjoyed "S.R.O." from Dec. 15 through Dec. 28. Although we could have double and triple spotted, we kept to standards of good broadcast practices. We felt that, in this way, we could give each account greater benefit from radio, and, make listening more enjoyable too.

During December we also promoted two drives. One was for a farm boy who lost both legs in a farm accident. At the start our goal was to finance the purchase of a pair of artificial limbs. We ended up with over one thousand dollars in cash. The other drive was for a three-and-one-half-year old cancer victim, whose hospital bills were mounting. Our goal was one thousand dollars, and the "Little Ernie" Fund, as it was called, rolled to over one thousand dollars in three days. We haven't mentioned it since before Christmas, but the donations are still coming in. At last count, the total had gone well over the two thousand dollar mark. . .

Walter T. Gaines, Manager
WCSS Amsterdam, N. Y.

Sound Article

EDITOR:

Enjoyed the article "What's Right and Wrong With Radio News," by Jim Reed in the Nov. 30 issue of B•T—a generally sound article. . .

Jim Bentley
Program Director
KCEN-TV Temple, Tex.

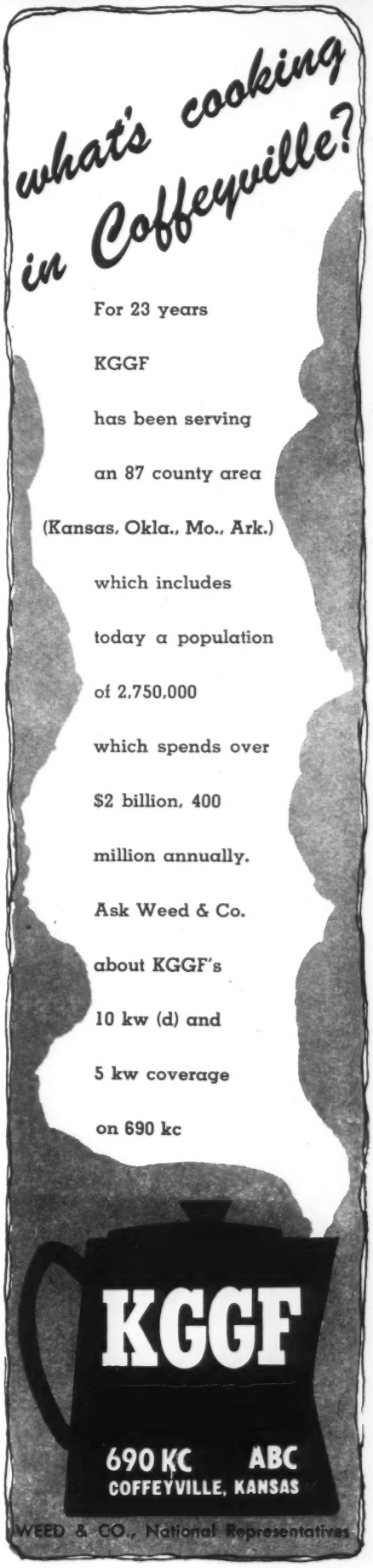
Plea for Privacy

EDITOR:

According to the Jan. 4 issue of B•T and its list of radio-tv business to be considered by the second meeting of the 83d Congress, there is a bill (H Res 177) proposed by Rep. John Jarman of Oklahoma which would permit radio-tv coverage of house proceedings.

Now I generally go along with all moves which would give more recognition and power to radio-tv but this one does not receive my backing. In these modern times, Mr. and Mrs. John Q. Public are kept very fell informed concerning legislative matters without having ear and eye tensions into the very halls of Congress. We've got to allow our representatives *some* privacy. They were elected in good faith by the public. And although it's true that the people are the boss in a democracy it is also true that a good boss doesn't constantly keep a scrutinizing eye on his worker . . .

Dale P. Bell
Dodge City, Kan.



KACY-TV

OZARK TELEVISION CORPORATION • FESTUS • ST. LOUIS

MOST POWERFUL NEW STATION IN THE COUNTRY

HIGHEST TOWER IN THE MARKET

LOWEST NEW FREQUENCY

HIGHEST E.R.P. IN AMERICA

Channel 14

SERVING THE 9th MARKET

Exclusive Features:

Largest Studios . . . Pre-set Lighting
Rear Projection
Completely Equipped Television Kitchen
Only Drive-In Studios in the Market
Fully Equipped Scenic Shop

Staffed by thoroughly experienced TV specialists

Affiliated with:

2 MILLION PEOPLE

Executive and Sales Offices

4010 LINDELL BLVD., ST. LOUIS 8, MISSOURI . . . JEFFERSON 1400

National Representation Paul H. Raymer Company, *Incorporated*
National Sales Manager Richard C. Dawson . . . *444 Madison Ave., N.Y., MUrray Hill 8-1088*

WE PUT *Johnnie* on the SPOT

. . . KACY . . . the most powerful TV station in the country . . . had to have a 742 foot tower in ten days

and that's a whale of a job in anybody's language . . . even in Texas . . .

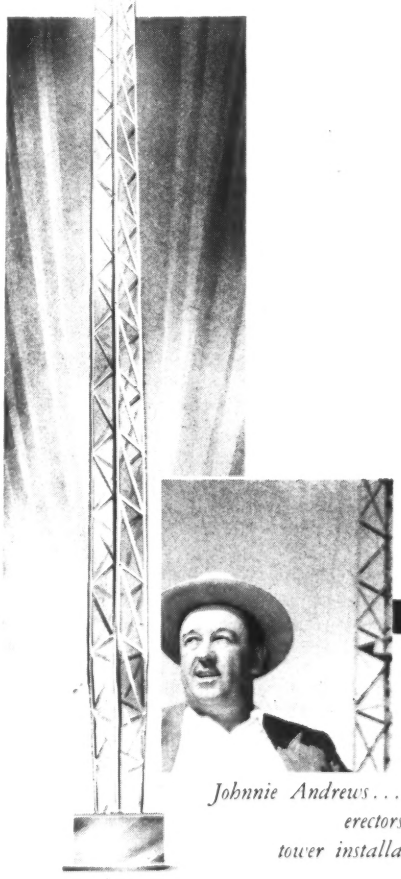
. . . **but** . . . do you think that that sort of a thing could

. . . or even deter

STOP

The Johnnie Andrews Tower Company of FT. WORTH, TEXAS

. . . **it didn't** . . . . . and in **just ten days** the gleaming tower of **KACY-TV** graced the skies of the TV world!



with Kacy *The Andrews Tower Company is* TOPS

KACY-TV

OZARK TELEVISION CORPORATION • FESTUS • ST. LOUIS

Channel 14

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VIVIEN LEIGH
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the "plus 80"

GARY COOPER

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MASTERPIECES RANGING FROM DUMAS TO OSCAR WILDE . . . PRODUCERS SUCH AS ALEXANDER KORDA AND HAL ROACH . . . STARS AS BRILLIANT AS VIVIEN LEIGH AND PAULETTE GODDARD.

20 Hollywood Major Features

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BRIAN AHERNE
JOAN BLONDELL
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DENNIS O'KEEFE
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VALERIE HOBSON
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A Salute to KACY-TV, the most powerful uhf Station from UNITY . . . KACY's principal film supplier . . .

PACKAGE TELEVISION STUDIOS

designed and fabricated by Ladue Supply, Incorporated

using *CEMSTEEL "Panelized Construction"*

KACY is a 60 foot clearspan CEMSTEEL building 96 feet long by 20 feet high. It has a 40 foot by 60 foot Studio. The remainder of the building is two story, incorporating everything necessary for the most modern television station. All utilities such as plumbing, heating, air conditioning, and electric are designed into this package building.

Building has:

Lobby 10′ x 28′	Announcers Booth 6′ x 6′	Mens Dressing Room 10′ x 15′
Rehearsal & Storage Rm. 15′ x 25′	Studio 40′ x 60′	Ladies Dressing Room 10′ x 15′
Office #1 10′ x 15′	Projection Room 16′ x 15′	News Room 15′ x 25′
Office #2 15′ x 15′	Control Room 15′ x 20′	General Office 13′ x 43′
Office #3 12′ x 15′	Transmitter Room 17′ x 26′	Audience Balcony 12′ x 30′
Mens Toilet 5′ x 6′	Editing & Shipping Rm. 13′ x 14′	Carpenter Shop & Storage 30′ x 60′
Ladies Toilet 5′ x 6′	Recreation Room 10′ x 15′	Utility Room 16′ x 20′

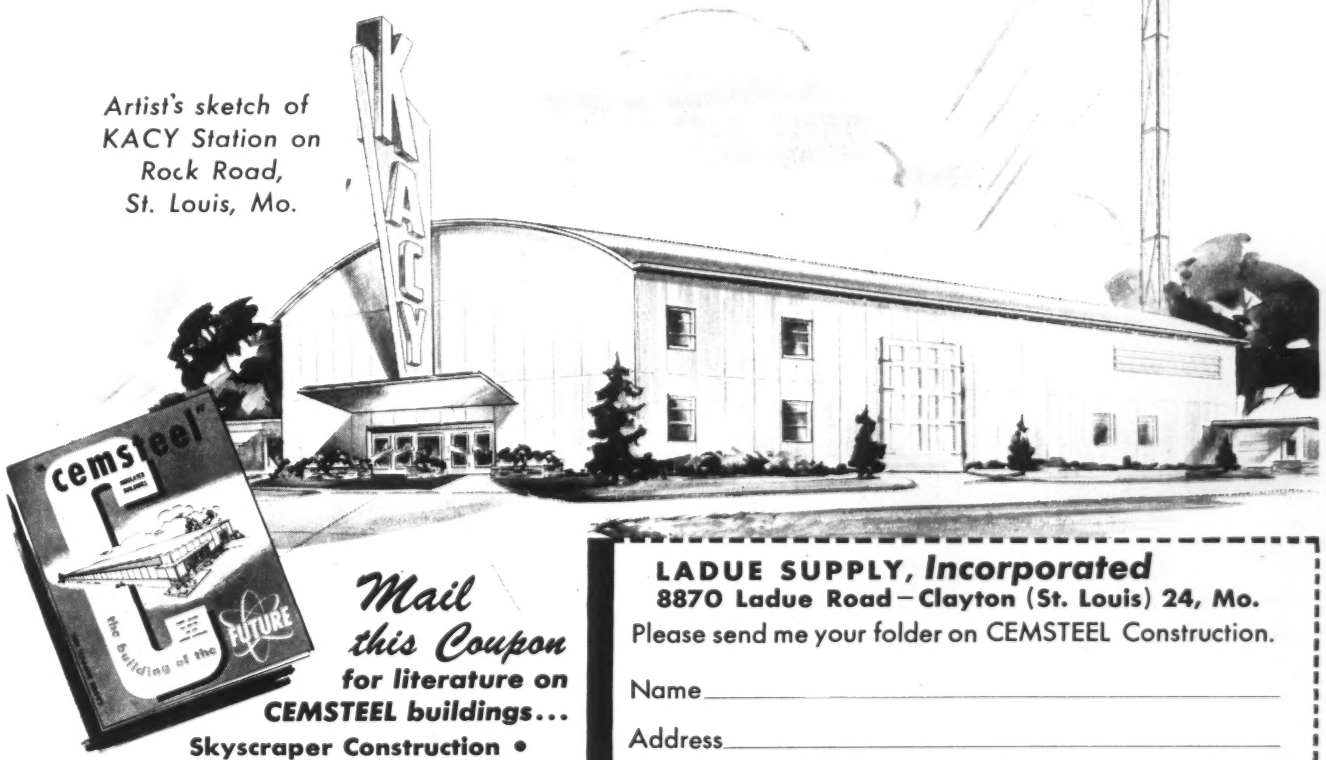
Contract Signed Sept. 8, 1953

On The Air Oct. 22, 1953

Ladue Supply, Incorporated

8870 Ladue Road, Clayton (St. Louis) 24, Missouri

Artist's sketch of KACY Station on Rock Road, St. Louis, Mo.



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KACY-TV

ANNOUNCES THE APPOINTMENT OF

Paul H. Raymer Company INC.

AS THEIR NATIONAL REPRESENTATIVE

KACY-TV OZARK TELEVISION CORPORATION
FESTUS, MISSOURI

Tracy Moore

on all accounts

THOROUGH knowledge of West Coast radio-tv markets, to which he has confined his activity, is the main stock-in-trade of Tracy Moore, owner of Tracy Moore & Assoc., station representative firm headquartered in Hollywood.

Formerly Pacific Coast sales manager of the old NBC Blue Network, the energetic Mr. Moore first entered radio in his native Portland, Ore., in 1930. He had graduated from Oregon State College with a civil engineering degree in 1914, and after a varied career as an engineer, proprietor of a technical advertising publication, advertising manager and managing editor of several trade magazines, he became sales manager of KEX Portland.

In 1934 he joined NBC sales in San Francisco. Two years later he transferred to Hollywood.

He became Blue Network sales manager in 1940 and was instrumental in introducing the late Tom Breneman to the network radio scene. Two years later Mr. Moore resigned to form the firm he now heads, representing WLW Cincinnati and the seven "XL" stations in the northwest (now Pacific Northwest Broadcasters).

Since then Mr. Moore's activities have expanded and he represents a number of other am stations, plus four Crosley Broadcasting Co. and two Pacific Northwest Broadcasters tv stations, in his chosen area. In addition, he and his two sons, Jerome and Tracy Jr., recently purchased an interest in KVAS Astoria, Ore.

Mr. Moore spends a third of the year on the road, visiting his station list. He likes to probe the channels of distribution in his territory, talking to brokers and retailers, because: "Today, to be successful, a station representative has to be more of a merchandiser than an advertising executive," he says.

Tv commercials are undergoing tremendous changes, the veteran sales representative believes. And he observes: "Radio still maintains its audience where advertisers place those commercials best suited for the ear on that medium and put the visual ones on tv."

One of the crying needs of radio-tv is an industry-wide, universally-accepted audience measurement system. "There shouldn't be competitive measurement systems," he states, "any more than there should be competitive telephone systems in one area."

Mr. Moore married the former Peggy Atherton in 1915.

WSLS-TV

CHANNEL 10

Roanoke, Virginia

bridging your product
to 107,238 TV sets in
49 counties

Virginia North Carolina West Virginia

296,000 WATTS

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WSLS AM FM TV
Represented Nationally by Avery-Knodel, Inc.

Another Reason Why WPTF is North Carolina's Number One Salesman

Morning Knight . . . Bill (BJ) Jackson!

Southern born and Southern bred, Bill Jackson knows how to talk and sell to Southern folks. He's been doing it on radio for 15 years. His 5 a.m. to 9 a.m. stretch of relaxed entertainment is styled to fit the Southern temperament. An impressive list of sponsors and a 1953 Pulse rating of 9.3 prove his selling power. BJ is the lead-off man on the team that makes WPTF the Number One Salesman in the South's Number One State. Get audition and all the story from Colonel F&P or call WPTF.

- North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians listen to WPTF than to any other station.

North Carolina's Number 1 Salesman

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

50,000 WATTS 680 KC

FREE & PETERS NATIONAL REPRESENTATIVE

WPTF

R. H. MASON, General Manager. GUS YOUNGSTEADT, Sales Manager

BROADCASTING TELECASTING

January 11, 1954 Vol. 46, No. 2

STORER BUYS EMPIRE COIL HOLDINGS FOR $8.5 MILLION

Firm acquires WXEL (TV) Cleveland, KPTV (TV) Portland, Ore., and Empire Coil plant in New Rochelle, N. Y. Must sell one of its five vhf outlets even if FCC approves plan to add two uhf outlets to multiple ownership limit.

STRENGTHENING its claim as the largest U. S. independent (not network) radio-tv owner-operator, Storer Broadcasting Co. acquired Empire Coil Co. and its remaining two tv stations early Friday in an $8.5 million deal which followed by 10 days Empire's sale of another station for $1.

Mr. Storer

The station transfers are subject to customary FCC approval and Storer, which already owns five vhf tv stations as well as seven radio outlets, would be required under the Commission's ownership rules to divest itself of one vhf station even if FCC goes through with its plan to add two uhf outlets to the multiple-ownership limit.

Storer spokesmen said operations will continue substantially unchanged both at the stations acquired from Empire Coil—WXEL (TV) Cleveland (ch. 8) and KPTV (TV) Portland, Ore. (ch. 27)—and at the Empire Coil plant in New Rochelle, N. Y., where approximately 300 persons are employed in the manufacture of transformers.

They said no decision had been reached as to which tv station might be sold. There was speculation, however, that the company might be disposed to entertain offers for either WBRC-AM-TV Birmingham or WAGA-AM-TV Atlanta, although it was said that to date there have been no dealings that could be dignified by the term "negotiations."

Involving the identical price as Westinghouse Radio Stations' $8.5 million acquisition of WPTZ (TV) Philadelphia from Philco Corp. last February—which set a new record for a single tv station sale [B•T, Feb. 23, 1953]—the Empire transaction was announced Friday in a joint statement by Storer President George B. Storer and Empire President Herbert Mayer after negotiations were concluded at 4:40 a.m.

The sales price compares also with $8 million gross paid by Edward Noble in his purchase of the Blue Network (now ABC) from NBC a decade ago. ABC's subsequent merger with United Paramount Theatres early last year was accomplished by an exchange of stock arrangement estimated at $25 million. Coincident with the merger, CBS acquired WBKB (TV) Chicago from UPT for $6 million.

The $8.5 million purchase of Empire Coil will be handled out of Storer Co. surplus and loans. Because of the contingencies necessarily contained in the contract, it was understood that if FCC is unable to give its approval to the transfer, the entire contract would become void without penalty.

Mr. Mayer reportedly had been considering a "capital gains" transaction for some time. It is understood he initially sought about $11 million for the properties, pegging WXEL at $6 million; KPTV at $3.5 million and Empire Coil at $1.5 million. Evidently no value was placed in the Kansas City station, except for equipment, or in the abandoned uhf construction permits for Denver and Indianapolis.

The Storer contract, it is understood, does not break down the prices for the individual properties, since the transaction is for the capital stock of the Empire company.

Representing the Storer Company, in addition to Mr. Storer, was John B. Poole, counsel and director. Empire Coil was represented by Mr. Mayer; Martin Kramer, also associated with him in Empire Coil, and Morton H. Wilner, Washington attorney. Harold E. Stark, New York investment broker, handled the transaction.

Aside from the stations, the purchase enables Storer Broadcasting, which for 30 years has owned and operated Standard Tube Co. in Detroit, pioneer makers of steel tubing, to extend its manufacturing activities to the East Coast.

Mr. Mayer, principal owner of Empire Coil, said he had "disposed of his major business interests to devote more time to his major family interests in the pursuit of happiness."

FCC approval of the transfer would mean Mr. Mayer's exit from the broadcasting field. Disposition of Empire started in late December with the company's sale of its KCTY (TV) Kansas City (ch. 25) to Allen B. DuMont Labs for $1 plus unpaid obligations [B•T, Jan. 4]. Last week Mr. Mayer voluntarily surrendered the company's construction permits for uhf stations in Denver and Indianapolis (see story page 70).

Mr. Mayer

Current Storer stations are WJBK - AM - FM - TV Detroit; WSPD - AM - FM - TV Toledo; WAGA - AM - FM - TV Atlanta; WBRC-AM-TV Birmingham; KEYL (TV) and KABC San Antonio, WGBS - AM - FM Miami, and WWVA - AM - FM Wheeling, W. Va. Headquarters of the company are being consolidated at Miami.

Mr. Mayer went into the manufacturing and television businesses after a successful law career in New York.

He entered telecasting in 1949. December of that year WXEL went on the air.

Mr. Storer owns 51% of the voting stock of Storer Broadcasting Co., 640,125 of the total 1,106,000 common shares outstanding. Some 200,000 shares of common stock of the company, most of which had been owned by J. Harold Ryan, vice president, treasurer and a director, and his wife who is a sister of Mr. Storer, were put on public sale last November at $14 per share [B•T, Nov. 2, 1953].

NCAA Stands Firm on Football Tv Monopoly (See Page 28)

KEY FIGURES in NCAA Tv Committee action at Cincinnati meeting were (l to r) Lindsay Nelson, NBC sports executive; Robert J. Kane, Cornell U., chairman of committee; Asa S. Bushnell, Columbia U., vice chairman, and James J. Corlett, NCAA tv liaison officer.

NCAA KEEPS IRON GRIP ON TV IN APPARENT STOP-GAP EFFORT

The pro gridders' tv technique irks some members meeting in Cincinnati. Pacific Coast Conference and Big Ten moves for regional telecasts do not materialize.

TELECASTING of college football in 1954 will follow the 1953 pattern of strict control for the fourth year. But it is becoming apparent that the controlling agency—National Collegiate Athletic Assn.—realizes the one-game-a-week policy is a stop-gap measure, based on the fluid state of this part-developing medium.

Delegates at NCAA's Cincinnati convention last week were overwhelmingly opposed to any relaxing of the firm supervision exercised since 1950 as they spent three days talking over the problem. The convention closed Friday after a serious and congenial discussion of the new visual medium, which netted NCAA's colleges $1⅓ million in football rights last autumn.

More than ever, the nation's colleges are convinced television can annihilate campus football if a "reasonable monopoly" is not maintained—a monopoly, incidentally, that NCAA's legal advisors believe now has the support of the U. S. District Court decision in the National Football League case.

No serious effort was made last week to crack the football monopoly, with only Notre Dame, Lake Forest and Scranton U. issuing an audible challenge. A year ago the tv-control opponents had staged an eloquent but losing floor battle in an effort to make more than one game per week available to the nation's 27½ million tv sets.

The stormy threats of the Western Conference (Big Ten) to demand easing of the control on behalf of regional and sectional football telecasts failed to materialize at the convention. Only mention of the Big Ten's plan, adopted in December, came during the Thursday morning television debate when Ted B. Payseur, Northwestern U., who is chairman of the conference's television committee, announced that a regional proposal may be offered later when the new NCAA tv control body for 1954 is operating.

Spokesmen for the industry—NARTB and the four networks—took no part in convention discussions other than the talk given Wednesday by NARTB President Harold E. Fellows (see story page 29). They spent an active week, however, meeting individual NCAA officials and delegates in hotel room sessions and discussing the issues in a spirit of goodwill.

It was obvious that NARTB is taking the long-range view of the college radio and tv sports problem. NCAA spokesmen were willing to concede, off-the-record, that television and color have them scared to death and they are trying to avoid serious upsetting of football during the visual medium's formative years.

While NCAA is frightened by television, its athletic-director members are bitter about the way the National Football League is building public interest in the professional game. What galls them most is that NFL gets 24-hour Sunday tv protection for its home teams yet is starting Saturday night telecasts shortly after the college tv programs are finished. In western areas, it was noted, the fans figure they can't get home from a college game in time to view a professional game.

On top of that, the colleges get frothy when they watch the pros build new fans by the thousands every weekend by means of television with home-game blackouts. The campus athletic officials cite new National Opinion Research Center figures, just compiled, which claim the loss in football attendance attributable to television competition in 1953 amounted to 27.7%.

Ed (Moose) Krause, Notre Dame Athletic director, drew frowns Thursday when he suggested the colleges get wise and utilize television as a fan-builder, as the pros are doing, instead of trying to exercise a dictatorship-type monopoly.

Only one minor incident developed in the week-long discussions about television and football. Robert J. Kane, Cornell U., chairman of the retiring NCAA Television Committee, told the convention he resented a statement by Mr. Fellows that neither industry nor colleges have adequate research material on impact of regionally telecast football. "I hardly think a five or six-year study constitutes ignorance," Chairman Kane said.

Tom Hamilton, U. of Pittsburgh and an ex-Tv Committee chairman, recalled an effort to analyze regional impact some years ago. He inadvertently mousetrapped Mr. Kane by calling on Paul Sheatsley, representing NORC, to elaborate on the regional matter.

The NORC research expert confirmed what Mr. Fellows had said in his speech, explaining there hadn't been enough regional telecasting to permit research.

The NCAA Tv Committee's 56-page football report touched this topic by listing the ways some of the regional conferences divide the money they get out of television.

COLLEGE and NARTB representatives heard broadcasting's side of the football coverage issue at the NCAA meeting last week. On panel were (l to r): Ted B. Payseur, Northwestern U., Big Ten Tv Committee chairman; Ed Krause, Notre Dame; Harold E. Fellows, NARTB president; George J. Higgins, KMBC-AM-TV Kansas City, NARTB Sports Committee chairman; Thad Brown and Robert K. Richards, NARTB.

Smaller Colleges Less Disturbed

Small colleges seemed less disturbed about television than their larger brethren of football renown. A survey of small colleges showed that 15% of 174 questionnaires reported no charge is made for attendance at games. Of the 15% (26 colleges), seven institutions said they got all their athletic budgets from student fees while 16 get the funds from the general college budget. Three divide support between the general college fund and other sources.

Spokesman for small colleges was J. Shober Barr, Franklin & Marshall, a member of the NCAA Tv Committee. Noting that Lancaster, Pa. has local, Washington and Baltimore television, he said attendance at F & M games has dropped from an average of 12,000 to 5,000. "The small colleges depending on gate receipts are having jitters and are worried about this program," he said, claiming football is just as important to the small institution as to the large one. He said F & M couldn't handle football, if NCAA allowed open television, but could still support 10 or 12 sports. Two small college games were telecast locally.

The Tv Committee's report wrote a blank check for its successors by proposing, and obtaining approval, of this language:

"As promptly as possible after . . . hearings, the Committee shall formulate a 1954 television plan in accordance with the general spirit and purpose of this resolution and after full consideration of the suggestions contained herein, the information obtained at the hearings, and such explorations as it deems necessary and proper in light of the ever-changing conditions in this field."

On top of that, the 1954 committee was given "authority to include in the 1954 television plan such provisions with respect to delayed (film), subscription and theatre television and their effect "as it deems necessary to prevent adverse effects upon college football."

Need for Game Attendance

The enabling resolution adopted Friday by the convention notes the need of keeping up attendance as a means of supporting physical education programs while giving the public some games to watch Saturday afternoons and preventing a few colleges from getting a monopoly of television. In fearing monopoly, the NCAA delegates have in mind the Big Ten, Notre Dame and some of the other colleges playing top-flight football.

The new Tv Committee will hold hearings, receive network proposals and finally submit its 1954 program to the memberships for a referendum vote.

NORC's 1953 research data show that college football ticket sales fell two percentage points in 1953, registering a 9% decline from the 1947-48 pre-television base period. "This

attendance decline undoubtedly resulted from the extension of television ownership to over 6½-million additional U. S. families" and availability of games over many new areas as a result of the NBC-General Motors expanded schedule, it was stated.

According to NORC, colleges without televised football gained 9.3% over 1947-48 while colleges in television areas fell off 18.4%, making the 27.7% television differential, 1 point above 1952. Under unlimited television the differential would have been 40%, possibly more, NORC estimated. It credited the 1953 restrictions with preserving 12% or 13% of the total attendance in television areas. NORC has not yet compiled results of a public reaction study.

The Tv Committee's reports included these conclusions:

Program was the most successful thus far, but the 1954 committee should be free to devise the best possible program in the light of ever-changing conditions.

Game telecasts continue to be a serious threat to athletic programs and minor sports dependent on football.

Unrestricted video might encourage a few institutions to develop winning teams merely to get television's financial and publicity rewards.

The 1952-53 provision allowing a member college to appear on a network telecast only once in the season is the best check on such temptation.

It is in the public and college interest for different teams from different areas to appear on television.

Delayed, subscription and theatre television "can greatly promote or adversely affect college football, depending on the way they are used and supervised.

There should be a 1954 national tv program directed by a tv committee appointed by the NCAA council.

The report emphasized that only 10% of the public reaction to NCAA football television control is critical, aside from the Oct. 24 four-game panorama, which brought a deluge of wrath upon NBC and General Motors. Reaction to the panorama was 90% unfavorable.

The Tv Committee report had special praise for Tom Gallery of NBC, and lauded the network and General Motors for their cooperation.

The Tv Committee report was presented to the convention by Asa S. Bushnell, Columbia U.

COURT WIN FOR DUANE JONES SUSTAINED

Action seen as final legal recourse of former employes charged with pirating accounts and personnel.

COURT of Appeals of the New York State Supreme Court in Albany last Thursday sustained by unanimous decision a $300,000 jury verdict award to Duane Jones Co. in an action against eight former employes on charges they pirated agency accounts and personnel [B•T, May 18, 1953].

The ruling by the highest tribunal in the State of New York was viewed by Thomas F. Boyle, chief counsel for Jones, as the final legal step that could be undertaken by the defendants in an action that started two and one-half years ago. Mr. Boyle claimed the litigation encompasses no federal implications that might point the way for recourse in a federal court.

In handing down its decision, the Court of Appeals also sustained an appeal by the Jones organization to include in the judgment as a defendant Robert Hayes, formerly president of Duane Jones Co., but excluded Frank G. Burke Jr., treasurer of the Manhattan Soap Co., a former client of the agency. The advertising agency of Scheideler, Beck & Werner, which is composed of several of the defendants in the suit, was likewise dropped from the action.

Included in the judgment as issued by the Court of Appeals, in addition to Mr. Hayes, were Joseph Scheideler, Joseph Beck, Paul Werner, Eugene Hulshizer, Philip Brooks, Lawrence Hubbard, and Robert Hughes.

The Court of Appeals ruled on an appeal from a jury verdict on Oct. 28, 1952, in New York State Supreme Court in a conspiracy trial, which was affirmed by the appellate division of the same court by a 3-2 decision on May 11, 1953. The appellate division had excluded Mr. Burke and Mr. Hayes from the judgment but ruled that the other defendants had breached "fiduciary duty" in forming a new company.

Six of the seven judges of the appeals court participated in the decision, with Judge John Van Vorhis abstaining because he had written the opinion affirming the verdict last May, at which time he was an appellate division judge. In handing down the decision, Chief Judge Edmund H. Lewis declared.

The inferences reasonably to be drawn from the record justify the conclusion—reached by jury and by a majority of the appellate division — that the individual defendants appellants, while in the employ of the plaintiff corporation, determined upon a course of conduct, which, when subsequently carried out, resulted in benefit to themselves, through destruction of the plaintiff's business in violation of the fiduciary duties of good faith and fair dealing imposed on defendants by their close relationship with their plaintiff corporation. The jury's determination of those questions of fact—affirmed by the appellate division—is beyond our power to disturb.

Duane Jones, president of Duane Jones Co., said he was "deeply gratified" by the decision and expressed the wish that "my victory will set a precedent that may give more stability to the agency business and at the same time help to raise the standards and ethics of the advertising industry." He added that, aside from personal considerations, he pressed his legal action "to contribute something, if possible, to an industry that has done so much for me."

Attorneys for Jones said they will proceed with an equity action to compel SB&W "to account for profits earned from the advertising accounts taken from the Jones agency." They said they will also seek to have a trust of SB&W's capital stock imposed by the court. Neil P. Cullom, SB&W chief counsel, said he had no comment on the court's verdict or on any moves he may be considering.

Edwards' AFL Sponsorship On Mutual Up in Air

FUTURE of Frank Edwards' news commentary which is sponsored on 129 MBS stations by the American Federation of Labor, was in doubt last week. Mr. Edwards' contract with Mutual ran out Jan. 1 and as of last Thursday had not been renewed, it was learned.

AFL has renewed its time slot, Monday through Friday, 10-10:15 p.m. EST, with Mutual, for 52 weeks, effective Dec. 28, 1953. Under its policy, MBS will not hire Mr. Edwards, leaving that decision up to the sponsor, although the arrangement is subject to the network's approval.

Mr. Edwards, checked by B•T, said the AFL had not yet contacted him about renewing his contract. He said relations with the union have been excellent and that he would feel no "bitterness" even should the AFL fail to renew. Mr. Edwards has been sponsored by the union on Mutual for four years.

LeQuatte to Abbott Kimball

H. B. (Buzz) LEQUATTE, president of the agency bearing his name for the past 17 years, joins Abbott Kimball Co., N. Y., as vice president and chairman of the plans board, Abbott Kimball, board chairman, said last week. Mr. LeQuatte's agency was disbanded and its accounts move to AK.

Jones' L. A. Suit Settled

OUT-OF-COURT settlement of a "substantial" sum has been made to Los Angeles advertising agent Arthur V. Jones in his suit for declaratory relief against radio-tv evangelist Fred Jordan and the American Soul Clinic. The action, filed May 4, 1953, in Los Angeles Superior Court by the law firm of Rinnert, Howorth & Joseff, charged breach of an advertising contract. Mr. Jones has asked approximately $53,000 for handling advertising and promotion for the defendant's program, then telecast by KABC-TV (KECA-TV) Los Angeles and KGO-TV San Francisco.

Fellows Speaks Frankly to Athletic Directors

ATHLETIC directors of the nation's colleges are showing, for the first time, a willingness to look at radio and television as possible friends rather than automatic and inevitable enemies.

This significant advance in the attitude of a majority of National Collegiate Athletic Assn. members developed at last week's NCAA convention in Cincinnati (see main story page 28) even as the delegates were voting down any major change in the one-game-a-Saturday tv policy.

The development grew out of a frank discussion of the radio-tv problem by NARTB President Harold E. Fellows. The very appearance of Mr. Fellows and three industry executives on a Wednesday afternoon panel marked a historic development in broadcast-collegiate relations. Quick to take advantage of this cooperative gesture, Mr. Fellows invited NCAA to send representatives to the NARTB convention in Chicago next May.

Flanking the NARTB president at the panel session were George Higgins, KMBC-AM-TV Kansas City, chairman of the NARTB Sports Committee and a former midwest sports official; Robert K. Richards, administrative vice president, and Thad Brown, tv vice president and counsel.

That Mr. Fellows presented a convincing case for the role radio and tv can take in collegiate sports was obvious after his talk. The athletic directors conceded the points were impressive but left no doubt that it will take several years of convincing to bring about any liberalizing of the present tv monopoly.

Putting it bluntly, Mr. Fellows said there is no adequate research to support the NCAA's position that liberalized tv would wreck the gate. He added, "You cannot measure the effect of television or radio broadcasting unless there is television or radio broadcasting. Under the present limitations, I doubt if a qualified researcher would agree that enough typical situations could be found to offer an acceptable sample."

NBC Spot to Close Circuit Color Story to Sponsors

WHAT color tv will mean to national spot and local advertisers will be demonstrated nationally for the first time Tuesday by NBC Spot Sales through a closed circuit colorcast to be seen by invited advertising and retail executives in eight cities—New York, Washington, Cleveland, Chicago, Detroit, St. Louis, San Francisco and Los Angeles.

Charles R. Denny, NBC vice president in charge of o&o stations, announced the demonstration as "dramatic evidence to the advertiser of the enormous sales force offered by color commercials." In showing the "sales power" of 10-second and 20-second commercials in color, the demonstration also will emphasize the "added effectiveness of a color commercial in a local participation show and the value of color tv advertising for food products, fashion and housewares.

The sales persuasiveness of color commercials as applied to every product and service and especially to the department store retailer will be pointed up in the demonstration," he said.

Stating that "an NBC Spot franchise is a color franchise," Mr. Denny pointed out that advertisers can buy spot and participation announcements in color even before the surrounding programs change from black-and-white, permitting the advertiser to learn about color and to enjoy its impact on a growing color audience while getting full benefit of the existing black-and-white audience.

Half-hour demonstration colorcast, which will be repeated four times to permit its viewing by a maximum number of prospects, will be staged in New York's Colonial Theatre and seen in that city at the Centre Theatre, where it will be fed via closed circuit. Other groups will see it at WNBW (TV) Washington, WNBK (TV) Cleveland, WNBQ (TV) Chicago, KSD-TV St. Louis, KNBH (TV) Los Angeles and the NBC Spot Sales offices in San Francisco (through KRON-TV) and Detroit (through WWJ-TV). Program will be produced by John Stearns under the supervision of Richard M. Pack, program director of WNBT (TV) New York.

MEAT FIRMS SWITCH AGENCIES

Needham, Louis & Brorby to handle Wilson & Co., dropping Swift & Co. account. Agency plans for Swift are not set.

WILSON & Co., Chicago (meat packers), last Tuesday announced the appointment of Needham, Louis & Brorby to handle advertising for a number of its accounts. At the same time, the agency reported it had resigned "all" remaining accounts for Swift & Co., which it had serviced since 1941.

It also was reported that Derby Foods Inc., would switch its account to another agency. Derby (Peter Pan peanut butter, ready-to-serve foods) has sponsored *Sky King* on ABC-TV and MBS radio and has been a substantial broadcast user. The switch of Derby, owned by Swift & Co., was acknowledged by Ray Weber, Swift advertising manager, though Needham, Louis & Brorby referred only in its announcements to Swift's meats for babies, animal feeds, hatcheries, agricultural research and commercial plant foods. (Meats for babies, has part of ABC's Don McNeill *Breakfast Club*.)

NL&B on Wilson's Ham

NL&B will handle Wilson's ham, bacon, sausage, smoked meats and poultry. Use of radio and tv, along with other media, has not been determined. Ewell & Thurber Assoc. will continue to service Ideal Dog Food and other Wilson products.

It was understood that the Swift products handled by Needham will be allocated among at least two other agencies, one of them specializing in farm accounts.

Addition of the Wilson account was announced by Mark Cox, its advertising manager. Maurice H. Needham, president of NL&B, announced resignation of the Swift account.

Franceschi Leaves FC&B To Join Geyer Adv. Inc.

M. PETER FRANCESCHI has resigned as president of Foote, Cone & Belding International Division to join Geyer Advertising Inc., New York, as manager of creative productions.

Prior to becoming president of FC&B International, he was vice president and general manager of the agency's New York office. He has been with Lord & Thomas, J. Sterling Getchell, Lennen & Mitchell, BBDO, and J. Walter Thompson Co.

Standard Takes Sports Shows Also Radio Announcements

STANDARD OIL Co. of Indiana will sponsor news and sports radio-tv programs and radio announcements as part of a campaign to advertise its new furnace oil, it was announced Jan. 3.

The programs will be carried on 29 radio stations in 38 key midwest cities, with commercials on nine tv outlets, it was explained. Additionally, Standard will run a schedule of radio spots in 13 large markets.

The advertising campaign for the furnace oil was launched Jan. 2 with DuMont tv and MBS radio coverage of the Shrine All-Star East-West football game at San Francisco. The telecast and broadcast were beamed to 10 and 11 states, respectively.

Dunier Joins Emil Mogul

LESLIE DUNIER, advertising director of Worth Stores, New York, has joined Emil Mogul Co. there, as radio and tv timebuyer. He will be active primarily in on-the-spot station relations with individual radio and tv stations in markets throughout the country.

GODFREY DROPPED; L&M SHOPS AROUND

Budget saved by tobacco firm's decision of last week will be plowed back into other radio and tv, if the right talent is found.

THE BUDGET to be saved by Liggett & Myers Tobacco Co. (Chesterfields) through the dropping of its portions of Arthur Godfrey shows on CBS Radio & CBS-TV probably will be routed back into radio and television if the proper talent is found, it was understood last week.

Fred Walsh, president of Cunningham & Walsh, New York, agency for the tobacco firm, told B•T that the agency currently was looking over a number of talent offers, but that it was too early to tell just exactly what would be done with the budget, and that as yet, they had found no show for a replacement.

Mr. Walsh also emphasized that Liggett & Myers' contract was with CBS, not Mr. Godfrey, and that the agency and the network were unable to "work out an agreement."

Chesterfields' formal contract with CBS for Godfrey sponsorships expired in May 1952, David Jacobson, director of public relations for CBS-TV, told B•T, and that since then, it has continued on an informal, verbal agreement basis. Efforts to reach a new agreement failed, he said.

The tobacco firm has been a Godfrey sponsor for the past seven years. It had been underwriting the quarter-hour segment of the Monday and Wednesday morning simulcast and another segment of the Friday morning show on radio. It also sponsored half of the hour-long *Godfrey and His Friends* Wednesday evening.

The advertiser is expected to continue to sponsor *Dragnet* on NBC-TV and the *Perry Como Show* three times weekly on CBS-TV.

B. B. Plans Radio-Tv Budget

B. B. PEN CO., Santa Monica, Calif., will spend approximately $750,000 in radio, television and magazines during the first months of 1954, it was reported last week at a company sales meeting in Chicago.

Jack LaVant, general sales manager, told distributors that 25% of the $3 million budget for the first quarter will go to broadcasting and magazines, with the remainder allocated to newspapers. Firm will run a radio-tv spot campaign in selected markets and continue alternate week sponsorship of the *Georgie Jessel Show* on some ABC-TV stations Sundays, 5:30-6 p.m. Agency is Hilton & Riggio, New York.

CBS-Columbia Sets Budget

CBS-COLUMBIA, television and radio set manufacturing division of CBS, will spend over $1 million for its advertising and promotion during the first half of 1954, Gerald Light, director of advertising and sales promotion, announced last week. The campaign will include spot radio and spot television in selected markets. Mr. Light also said that plans are presently being formulated for color tv receiver advertising. Agency is Ted Bates and Co., N. Y.

SPOT

Piedmont Airlines, Winston-Salem, N. C., planning radio-tv spot campaign in some 41 markets in North and South Carolina, Virginia, West Virginia, Tennessee, Kentucky and Ohio. Agency: Liller, Neal & Battle, Atlanta.

Purina Mills to sponsor 10 minute program on 11 radio stations of Tobacco Network, starting this month for 52 weeks. Agency: Gardner Agency, St. Louis.

Easy Monday Starch planning radio-tv spot announcement campaign starting this month. Agency: Adrian Bauer, Phila.

NEW BUSINESS

Carnation Co. (Carnation Milk, Friskies Dog Food) starts sponsorship of *When a Girl Marries,* on ABC Radio (Mon.-Fri., 10:45-11 a.m.), for 52 weeks. Agency: Erwin, Wasey & Co., N. Y.

Hudnut Sales Co., N. Y., purchases four participations per week on NBC Radio's "three plan" on *Fibber McGee and Molly Show* (10-10:15 p.m. EST) on Monday and Wednesday; *Second Chance* (11:45 a.m.-12 noon), on Friday and *It Pays To Be Married* (5:45-6 p.m. EST) on Tuesday. Agency: Kenyon & Eckhardt, N. Y.

Fels Naptha Soap reportedly seeking radio-tv availabilities for possible campaign starting this month. Agency: Towne Agency, Phila.

Jackson Brewing Co., New Orleans, renewed its schedule of three five-minute programs, Monday through Saturday, including *World of Sports* show, on all stations of the Texas State Network that are located in "wet" markets. Agency: Fitzgerald Adv., New Orleans.

Hazel Bishop Inc., N. Y., to sponsor *Dr. I.Q.* in a new time period over ABC-TV (Mon., 8:30-9 p.m. EST), starting Jan. 18. Agency: Raymond Spector Co., N. Y.

Emerol Mfg. Co., N. Y. (Marvel Mystery Oil and Oilers), will sponsor *The Tommy Henrich Show* over ABC-TV (Sat., 6-6:15 p.m. EST), starting this Saturday, Jan. 16. Agency: Hilton & Riggio, N. Y.

Owens-Corning Fiberglas Corp. and **Bristol-Myers Co.** (Vitalis and Bufferin), effective Jan. 15 will sponsor *Arthur Godfrey Digest* on CBS Radio (Fri., 8:30-9:30 p.m. EST). Owens-Corning will sponsor the 8:30-9 p.m. period and the 9-9:15 p.m. portion will be underwritten by Bristol-Myers. Remaining quarter hour is sustaining. Fuller & Smith & Ross and Doherty, Clifford, Steers & Shenfield, both N. Y., are agencies, respectively.

American Home Products Corp. (Whitehall Pharmacal Co. and Boyle-Midway) sponsor Mon., Wed., Fri., segments of *The Bright Star,* daytime drama series on CBS-TV (Mon.-Fri., 4:15-30 p.m.), effective Feb. 1. Biow Co., N. Y., is agency for Whitehall, and Geyer Inc. represents Boyle-Midway.

Credit Union National Assn., Madison, Wis., sponsors new program, featuring Broadway star Lorne Greene (MBS, Sun. 4:55-5 p.m. EST, and Tues., 9:55-10 p.m. EST), on better management in home affairs. Agency: J. Walter Thompson Co., Chicago.

NEW 'FRANCHISE' TYPE DISTRIBUTION FIRM ESTABLISHED BY LANDAU AND ROSS

National Telefilm Assoc. will maintain New York, Chicago and Hollywood offices with the 'franchise' offices planned in 11 other cities.

ESTABLISHMENT of National Telefilm Assoc., New York, as a tv film distribution company that incorporates a "franchise" type of operation as a means of achieving national "saturation" coverage was announced last week by Ely Landau, president of the new company.

Mr. Landau said that the "franchise" element injects a new concept into the tv film distribution field. As presently organized, NTA will maintain owned-and-operated offices in New York, Chicago and Hollywood, plus 11 offices in other cities set up on a "franchise" basis and staffed by personnel who will serve as sales agents for NTA products exclusively. Total sales staff, according to Mr. Landau, will be in excess of 20.

Top-Notchers Needed

"It is my opinion," Mr. Landau said, "that many tv film distribution companies have not been able to afford enough top-notch salesmen to give products both wide distribution and the constant sales attention that are called for. We believe that our approach will result in the proper servicing of our products to sponsors, stations and agencies."

Mr. Landau stressed that administrative functions, such as billing, collection, advertising and promotion, will be carried on exclusively from New York headquarters, with other owned-and-operated offices and "franchise" offices concentrating on sales. New York headquarters is at 101 W. 55th St.

The present move was foreshadowed several weeks ago when Mr. Landau, in association with Martin Ross, purchased the tv distribution firm of PSI-TV [B•T, Dec. 14, 1953]. At that time, Mr. Landau indicated he was attempting to build up a supply of tv film products, in addition to those supplied by his own firm, Ely Landau Productions, in preparation for a larger distribution company that he was planning to organize. PSI-TV will no longer exist as a corporate entity, Mr. Landau said.

Mr. Ross, formerly president of Empress Highlights Inc. and Empress Films and active in the non-theatrical film distribution field for 18 years, is a partner with Mr. Landau in NTA, and will serve as secretary and director of sales.

In addition to the products of PSI-TV and Ely Landau Productions, Mr. Landau said, NTA has acquired distribution rights to 77 quarter-hours of *Tv Baseball Hall of Fame,* 260 5-minute *Viz-Quiz,* 168 quarter-hours of *Telecomics* and 16 *Superman* cartoons.

Sales personnel and the cities in which they will operate include the following, Mr. Landau said:

Moe Dudelson, Detroit; Bert Stearn, Pittsburgh; Don Swartz, Minneapolis; George Phillips, St. Louis; Ken Rosswell, Dallas; Robert Patrick, Denver; Fred Meyers, Memphis; Ira Gottlieb, Boston; Arthur Kalman, Philadelphia; Berne Tabakin, Hollywood; Dave Wolper, Chicago; Dave Christianson and Frank Stone, Miami.

WTTG (TV) Washington, DuMont outlet, will show Flying A Productions' new tv film series, *Annie Oakley* (Sat., 7-7:30 p.m.), for 52 weeks under alternate week sponsorship by Canada Dry ginger ale and Charles Schneider Baking Co.'s Sunbeam bread. Signing (l to r): Neal J. Edwards, WTTG sales manager; John Red, Canada Dry D. C. representative; L. G. Graeves, Schneider representative, and Leslie G. Arries Jr., WTTG general manager.

Halsey Barrett Resigns Consolidated Tv Sales Post

HALSEY V. BARRETT, eastern sales manager for Consolidated Television Sales, announced last week that he was resigning, effective immediately.

Mr. Barrett

His decision to relinquish the post he has held for the past two years with the tv film sales and distribution firm was attributed to differences of opinion on policy matters regarding new products and a desire to free himself from contractual ties with Consolidated in order to consider offers received from other film firms.

Mr. Barrett formerly was spot sales manager and later a network account executive with DuMont Tv Network and then tv promotion director for CBS.

Frieberg to TPA Sales Post; Will Supervise Sales in East

HARDIE FRIEBERG, formerly an account executive with Ziv Television Programs Inc., has been appointed eastern sales manager of Television Programs of America, New York, tv film production and distribution company.

In his new post, Mr. Frieberg will supervise sales activities in the East for TPA, which recently released a 52-week, half-hour tv filmed series, *Your Star Showcase.* Edward Arnold will serve as host for the series, which had a total production budget of more than $2 million.

HEARST METROTONE BUYS TELENEWS

New organization will retain old label and expand further into non-newsreel and commercial productions.

PURCHASE by Hearst Metrotone News Inc. of the news film service for television of Telenews Productions Inc., New York, was announced jointly last week by Hearst Metrotone News, INS and Telenews Productions [CLOSED CIRCUIT, Dec. 28, 1953].

Under the terms of an outright purchase agreement concluded by the companies, ownership and production of the Telenews daily tv news films, Telenews weekly news digest and Telenews weekly sports programs will be transferred to Hearst Metrotone News. It was pointed out that these products will receive the benefit of "greatly expanded film procurement and production facilities" available through Hearst Metrotone News, whose *News of the Day* theatrical newsreels are distributed throughout the world.

The Telenews label, the announcement said, will continue to be used, and the products will be distributed exclusively through the television sales department of INS, as they have been since the start of the Telenews syndicated news film operation six years ago.

Telenews Productions Inc., it was said, will continue operations as an independent company with Charles N. Burris as general manager. It will concentrate on the development of its other television activities, such as the production of special tv film programs of a non-newsreel character and of commercial films.

Commenting on the transaction, Seymour Berkson, general manager of INS and a director on the Hearst Metrotone News board, who was in charge of negotiations for the Hearst interests, declared:

Mr. Berkson

"This agreement will result in the strongest tv news film organization in the world. The Telenews label is already well recognized for the finest and most dependable quality of tv news films. The reputation will now be further enhanced and expanded through the additional national and international film resources, facilities and talent that will become available for the Telenews tv news film productions within the framework of Hearst Metrotone News Inc. and INS."

The Telenews tv news film operation will be under the direction of Caleb B. Stratton, executive vice president of Hearst Metrotone News; Michael Clofine, vice president and editor in chief of Metrotone News, and W. P. Montague, Metrotone News production editor. Robert H. Reid, manager of the INS television sales department, will continue in charge of sales representation, with headquarters at 235 E. 45th St., New York.

Telenews Productions Inc., in addition to Mr. Burris, will continue in operation with Herbert Scheftel, president; Alfred G. Burger, executive vice president; Robert Schofield, commercial film production manager; Charles Dolan in charge of tv film programs; Ed Lewis, sales manager, and A. D. Comeaux, comptroller. Mr. Scheftel added that the company will make an announcement soon regarding its special subjects programming plans.

Representatives in the legal aspects of the negotiations were Raymond F. McCauley, chief counsel of the Hearst Corp.; Robert Sterling of Engel, Judge, Miller & Sterling, representing Hearst Metrotone News, and Abraham L. Bienstock and Richard Reiss, counsel for Telenews Productions.

MPTV Names Anderson, Feiner to Dallas Office

APPOINTMENTS of Howard Anderson and Robert Feiner as account executives for the Dallas office of Motion Pictures for Television's Feature Film Division were announced last week by E. H. Ezzes, vice president and general manager, as part of the division's expansion of activities in that city.

Messrs. Anderson and Feiner will report to Irv Feld, new Dallas regional manager and formerly southeast manager for MPTV. Mr. Anderson formerly was film director of WFAA-TV, and Mr. Feiner, who recently returned from Korea, was previously with 20th Century-Fox Film Corp.

BCE Silent on Tape Test

DECLARING himself "well satisfied" with results, but refusing to expand as to quality and clearness of the picture, Frank C. Healey, managing director of the electronics division of Bing Crosby Enterprises, Hollywood, because of "policy" offered no further comment last week on success of his firm's experiment in recording full color motion pictures on magnetic tape of the Jan. 1 Pasadena Rose Parade [B•T, Dec. 28, 1953].

FILM SALES

NBC Film Division reported last week that year-end total markets on *Victory At Sea* were 91; *Douglas Fairbanks Presents*, 124; hour-long *Hopalong Cassidy*, 143; *Dangerous Assignment*, 149 and *Badge 714* (formerly *Dragnet*), 129.

Gordon Baking Co., Detroit, to sponsor United Television Programs' half-hour science-fiction film series, *Rocky Jones, Detective*, in New York, Chicago, South Bend, Toledo and several smaller markets still to be selected. Agency: N. W. Ayer & Son, N. Y.

PRODUCTION

Donbar Productions, Hollywood recently organized as Walden Productions, has adopted new name and has started shooting "A Matter of Blood," first film in *Lifeline*, half-hour series formerly known as *A Matter of Life*. Dramatized real-life situations involving clergymen of all denominations, series will be produced by **Tony Leader** with **Jerry Mayer** directing.

Motion Pictures for Television (Film Syndication Division) has begun production in New York on 39 quarter-hour tv films that will be released under the title of *Junior Science*, it was announced last week by **Edward D. Madden,** vice president and general manager of the division.

The series, which will be available for a March 1 air date and is being filmed for syndication sales to national spot, regional and local advertisers, will spotlight practical science and treat such subjects as surface tension, hydraulics, magnets, jet propulsion, buoyancy and sound.

Frederick Films, N. Y., has completed first four of a filmed series titled *Patterns of Progress*, which shows how the U. S. has attained the highest standard of living ever achieved. Produced at the Nola Studio Film Div., N. Y., films are available to tv stations as a series, with more than 90 stations expected to carry the first 13 episodes starting soon after they are completed in mid-February.

Alexander Film Co., Colorado Springs, announces recent tv commercial productions for the following organizations: **Hudson Motor Car Co.,** Detroit, 26 films through Brooke, Smith, French & Dorrance, N. Y.; **Interstate Bakers,** Kansas City, nine 60-second films through the Dan B. Miner Company, L. A.; **Gates Rubber Co.,** Denver, four 20-second and four 60-second films through Harold Walter Clark Inc., Denver; **Sanitone,** Cincinnati, 17 films; **Columbia Baking Co.,** Atlanta, three 10-second films through Freitag Advertising Agency, Atlanta; **Carlson-Frink,** Denver, four 20-second films through Bob Betts Advertising Agency, that city.

Television Producers Inc., N. Y., has completed "Incident in Korea," first episode in half-hour filmed tv dramatic series it is producing in cooperation with the U. S. Marine Corps.

DISTRIBUTION

Cornwall Productions, N. Y., announces that the first block of 13 tv films in the *Janet Dean, Registered Nurse* series, featuring **Ella Raines,** is being edited and scored, and will be ready for distribution by end of month.

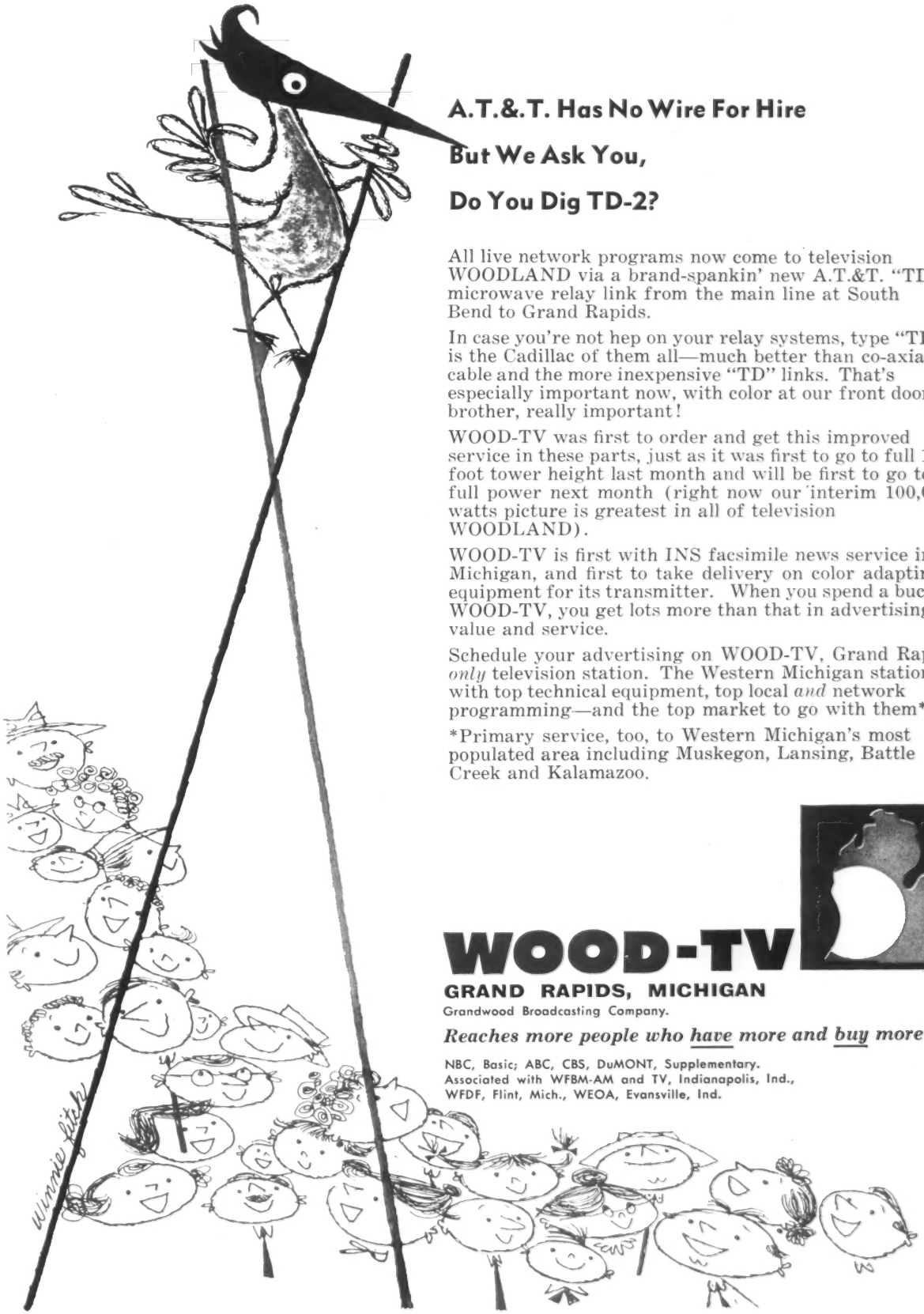
Teevee Co., Beverly Hills, Calif., has terminated all distribution contracts with other firms and will distribute *Invitation Playhouse*, quarter-hour tv film episodes. Company intends to continue present contracts and fulfill all agreements as written heretofore by **Guild Films** former distributor of *Invitation Playhouse*.

Association Films, N. Y., announced last week it has color prints of 41 films available for free loan to tv stations, in addition to a large number of black and white films. Complete listings may be obtained from the company at 347 Madison Ave., New York 17.

Princeton Film Center Inc., Princeton, N. J., announces distribution of a new, free color film titled "Santa Barbara-Pacific Paradise." This 27-minute, 16mm educational and historical film, available only to college, adult and industrial groups, may be obtained by direct request to the company.

RANDOM SHOTS

Producer **Henry Donovan** has set **Madge Meredith** and **Florance Lake** to play feminine leads in next set of *Cowboy G-Men*, tv films now in production with **Don MacDougall** directing. Tv series is released by United Artists Television, N. Y.



A.T.&.T. Has No Wire For Hire

But We Ask You,

Do You Dig TD-2?

All live network programs now come to television WOODLAND via a brand-spankin' new A.T.&T. "TD-2" microwave relay link from the main line at South Bend to Grand Rapids.

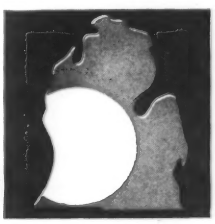
In case you're not hep on your relay systems, type "TD-2" is the Cadillac of them all—much better than co-axial cable and the more inexpensive "TD" links. That's especially important now, with color at our front door—brother, really important!

WOOD-TV was first to order and get this improved service in these parts, just as it was first to go to full 1000 foot tower height last month and will be first to go to full power next month (right now our interim 100,000 watts picture is greatest in all of television WOODLAND).

WOOD-TV is first with INS facsimile news service in Michigan, and first to take delivery on color adapting equipment for its transmitter. When you spend a buck on WOOD-TV, you get lots more than that in advertising value and service.

Schedule your advertising on WOOD-TV, Grand Rapids' *only* television station. The Western Michigan station with top technical equipment, top local *and* network programming—and the top market to go with them*.

*Primary service, too, to Western Michigan's most populated area including Muskegon, Lansing, Battle Creek and Kalamazoo.



WOOD-TV

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company.

Reaches more people who have more and buy more

NBC, Basic; ABC, CBS, DuMONT, Supplementary.
Associated with WFBM-AM and TV, Indianapolis, Ind., WFDF, Flint, Mich., WEOA, Evansville, Ind.

WAVE-TV

100,000 watts . . . channel 3, Louisville

- *first in Kentucky*
- *first in coverage*

Effective January 1, joins the select list of great television stations nationally represented by

NBC **SPOT SALES**

30 Rockefeller Plaza, New York 20, N. Y.
Chicago Detroit Cleveland Washington San Francisco
Los Angeles Charlotte Atlanta* *Bomar Lowrance Associates*

The One

Best Radio Buy

in Kentucky

WAVE

Louisville

5,000 watts

Effective January 1, joins the distinguished list of leading radio stations nationally represented by

NBC

SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.

Chicago Detroit Cleveland Washington San Francisco

Los Angeles Charlotte Atlanta* *Bomar Lowrance Associates*

RADIO LIVES WITH TV IN IOWA—WHAN

Radio is still heard in Iowa tv homes, even during the evenning, Dr. Forest Whan's study shows.

TV-EQUIPPED homes "are still radio homes, even during evening hours," according to the 16th annual survey of listening habits in Iowa. The survey was conducted by Dr. Forest L. Whan, Committee on Radio-Television Policy, Kansas State College, for WHO Des Moines.

Radio's share of the evening audience in tv homes was highest at 6-6:15 p.m. (32.2%) dropping to around 11% between 7 and 9:45 p.m., rising to 24.9% at 10 p.m. and ranging as high as 31.1% at midnight, according to the Whan study. The survey explained that at the time the field work was done in the early spring, many areas in Iowa had very poor or no tv reception, with other areas able to receive only one signal.

The Whan study revealed a series of findings about the use of auto radio sets in Iowa. These findings were summarized this way:

About two-thirds of the women and three-fourths of both interviewed and diary-recording men (in families owning cars equipped with radios) ride in those cars on an average weekday.

Men are more likely to ride than women.

Better than half of the riders use the car radio each day, with younger riders more likely to use it.

About one-third of all riders use the car radio within the first five miles.

Better than half use it within the first 25 miles.

Three out of four use it within the first 50 miles.

Approximately 11 of 12 use the radio when riding more than 100 miles on a given day.

On trips including approximately three-fourths of the total miles driven on an average weekday in radio-equipped cars, the car-radio is likely to be used.

Place of residence (urban or rural) seems to have little consistent effect on the use of the car radio.

With better than 61% of Iowa families owning radio-equipped autos, a substantial bonus audience is provided above in-home listening figures.

Dr. Whan's study reveals "that those now owning car radios are much more likely than non-owners to want a radio in any new car purchased; that younger persons are more likely than older to place value on a car radio." Over 80% of persons owning car radios said they would want a radio in a car if they were buying a new one.

As to home radio ownership, the survey shows 98.4% saturation, with 49% of all homes having two or more radios per home. Whereas 47.3% of non-television homes have two or more sets, 52.3% of television homes have two or more sets.

A marked increase was noted in the past year in the number of radio homes equipped to receive fm programs, the ratio rising from 21.9% in 1952 to 26.9% in 1953. Added to these figures is about 4% of homes having tv-fm combination sets which aren't included in the percentage comparison.

At the time of the survey, 38.6% of families in the 99 Iowa counties owned tv sets, with the total rising to 72.7% in the three "home counties" of tv transmitters.

Dr. Whan's data on tv installations suggest that ownership of an outside antenna is determined largely by need, rather than by ability to pay. Nearly all families depending on built-in or rabbit-ear antennas live close to transmitters.

Videodex Rates 'Lucy' First for Dec. 1-7 Week

CBS-TV's *I Love Lucy* ranked in first place in the Videodex ratings of network programs Dec. 1-7, based on both percentage and number of tv homes reached. Complete listing follows:

Program		No. of Cities	% Tv Homes
1	I Love Lucy (CBS)	99	48.2
2	Talent Scouts (CBS)	52	42.1
3	Godfrey & Friends (CBS)	91	40.9
4	Dragnet (NBC)	83	39.6
5	Groucho Marx (NBC)	102	38.1
6	Jackie Gleason (CBS)	76	36.0
7	Red Buttons (CBS)	103	34.8
8	Toast of the Town (CBS)	87	32.7
9	Comedy Hour (NBC)	90	32.0
10	Show of Shows (NBC)	61	30.2

Program		No. of Cities	No. Tv Homes (000's)
1	I Love Lucy (CBS)	99	14,163
2	Godfrey & Friends (CBS)	91	11,526
3	Dragnet (NBC)	93	11,459
4	Groucho Marx (NBC)	102	11,091
5	Talent Scouts (CBS)	52	9,911
6	Red Butttons (CBS)	103	9,852
7	Comedy Hour (NBC)	90	9,205
8	Jackie Gleason (CBS)	76	9,169
9	Toast of the Town (CBS)	87	9,051
10	Milton Berle (NBC)	85	8,437

Nielsen Radio Rating Puts 'Benny' on Top

EVENING radio shows for the Nov. 15-21 period were topped by *Jack Benny* (once-a-week) and *One Man's Family* (multi-weekly), according to the Nielsen radio program rating released last week.

NATIONAL NIELSEN-RATING*
NOVEMBER 15-21, 1953

RANK	PROGRAM	HOMES REACHED (000)
EVENING, ONCE-A-WEEK		
	(Average for all programs)	(1,969)
1	Jack Benny Show (CBS)	5,505
2	Amos 'n' Andy (CBS)	4,341
3	Lux Radio Theatre (CBS)	4,297
4	Our Miss Brooks (CBS)	4,118
5	People are Funny (CBS)	4,028
6	Bing Crosby Show (CBS)	3,894
7	My Little Margie (CBS)	3,491
8	Great Gildersleeve (NBC)	3,357
9	Mr. and Mrs. North (CBS)	3,312
10	You Bet Your Life (NBC)	3,267
EVENING, MULTI-WEEKLY		
	(Average for all programs)	(1,343)
1	One Man's Family (NBC)	2,685
2	News of the World (NBC)	2,551
3	Lowell Thomas (CBS)	2,238
WEEKDAY	(Average for all programs)	(1,835)
1	Our Gal, Sunday (CBS)	3,133
2	Romance of Helen Trent (CBS)	3,088
3	Wendy Warren and the News (CBS)	2,909
4	Ma Perkins (CBS)	2,775
5	Arthur Godfrey (Liggett & Myers) (CBS)	2,730
6	Guiding Light (CBS)	2,685
7	Aunt Jenny (CBS)	2,685
8	Arthur Godfrey (Pillsbury) (CBS)	2,641
9	Arthur Godfrey (Nabisco) (CBS)	2,641
10	This Is Nora Drake (CBS)	2,551
DAY, SUNDAY	(Average for all programs)	(671)
1	Weekend (NBC)	1,611
2	Hour of Decision (ABC)	1,298
3	Greatest Story Ever Told (ABC)	1,208
DAY, SATURDAY	(Average for all programs)	(1,074)
1	Stars Over Hollywood (CBS)	2,641
2	Theatre of Today (CBS)	2,417
3	Give and Take (CBS)	2,238

New Tv Production Mark Hit for Jan.-Nov. '53

NEW HIGH television set production record for January-November was set for the first 11 months of 1953 with output 6,765,000, or 31% above the corresponding 1952 period, Radio-Electronics-Tv Mfrs. Assn. reported last week.

Radio production was at the highest level since 1950 for the January-November 1953 period with a total of 12,267,441 sets, almost 30% above the 1952 period. Tv output in the same period of 1952 was 5,175,193 units, with radio 9,436,614.

Of the tv output from January through November, 1,319,818 units were equipped with uhf tuning facilities, 197,311 of them in November. Radios with fm circuits produced in November totaled 24,084, while 5,412 tv sets had fm radio facilities that month.

Monthly radio and tv set production for the 11 months of 1953:

	Television	Radio Home Sets	Portables
January	719,234	361,921	93,962
February	730,597	402,742	87,711
March (5 wks)	810,112	442,101	177,656
April	567,878	286,974	201,476
May	481,936	278,156	204,065
June (5 wks)	524,479	287,724	239,189
July	316,289	172,197	78,434
August	603,760	299,939	145,460
September (5 wks)	770,085	529,427	147,355
October	680,433	370,178	135,009
November	560,197	457,151	127,316
TOTAL	6,765,000	3,888,510	1,637,633

	Auto Radios	Clock Radios	Total Radio
January	447,667	189,592	1,093,142
February	491,062	210,924	1,192,439
March (5 wks)	654,367	275,079	1,549,203
April	483,092	198,394	1,158,936
May	497,379	129,391	1,108,991
June (5 wks)	505,774	131,144	1,163,831
July	336,208	87,620	674,459
August	376,937	169,301	991,637
September (5 wks)	357,326	182,417	1,216,525
October	358,076	189,230	1,052,493
November	309,962	171,356	1,065,785
TOTAL	4,817,850	1,923,448	12,267,441

N. Y. Paper Strike Boosted Radio-Tv Audiences

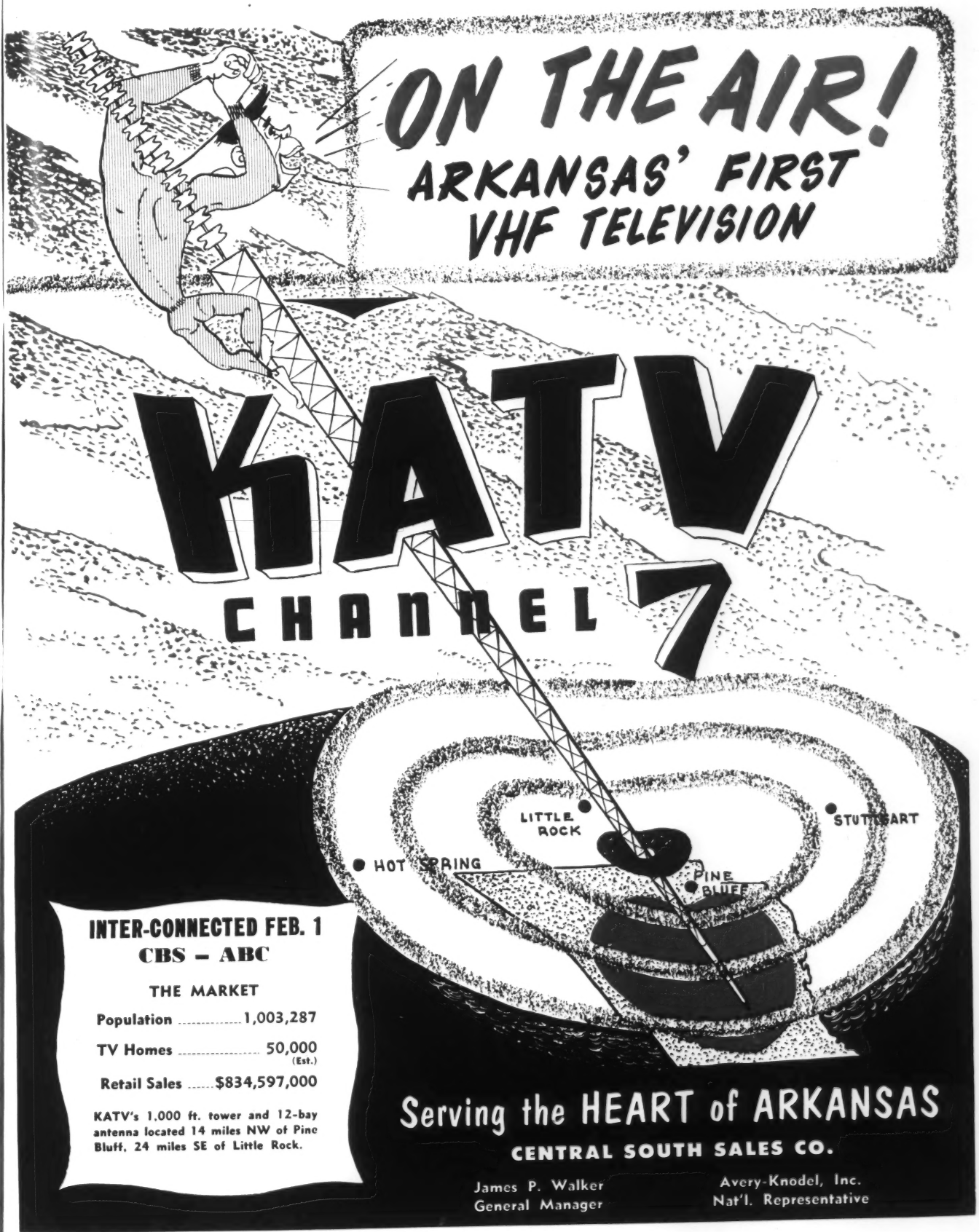
RESULTS of a survey released last week by The Pulse Inc. indicated that the recent newspaper strike in New York effectuated "a significant increase in audiences for radio and television newscasts as well as a big jump in out-of-home listening" during the strike period.

Dr. Sydney Roslow, Pulse director, noted that the survey was conducted throughout 12 metropolitan New York counties and commented that "the jump in news listening between November and December, as a result of the newspaper strike, would have been even greater if we had limited our survey to New York City's five boroughs."

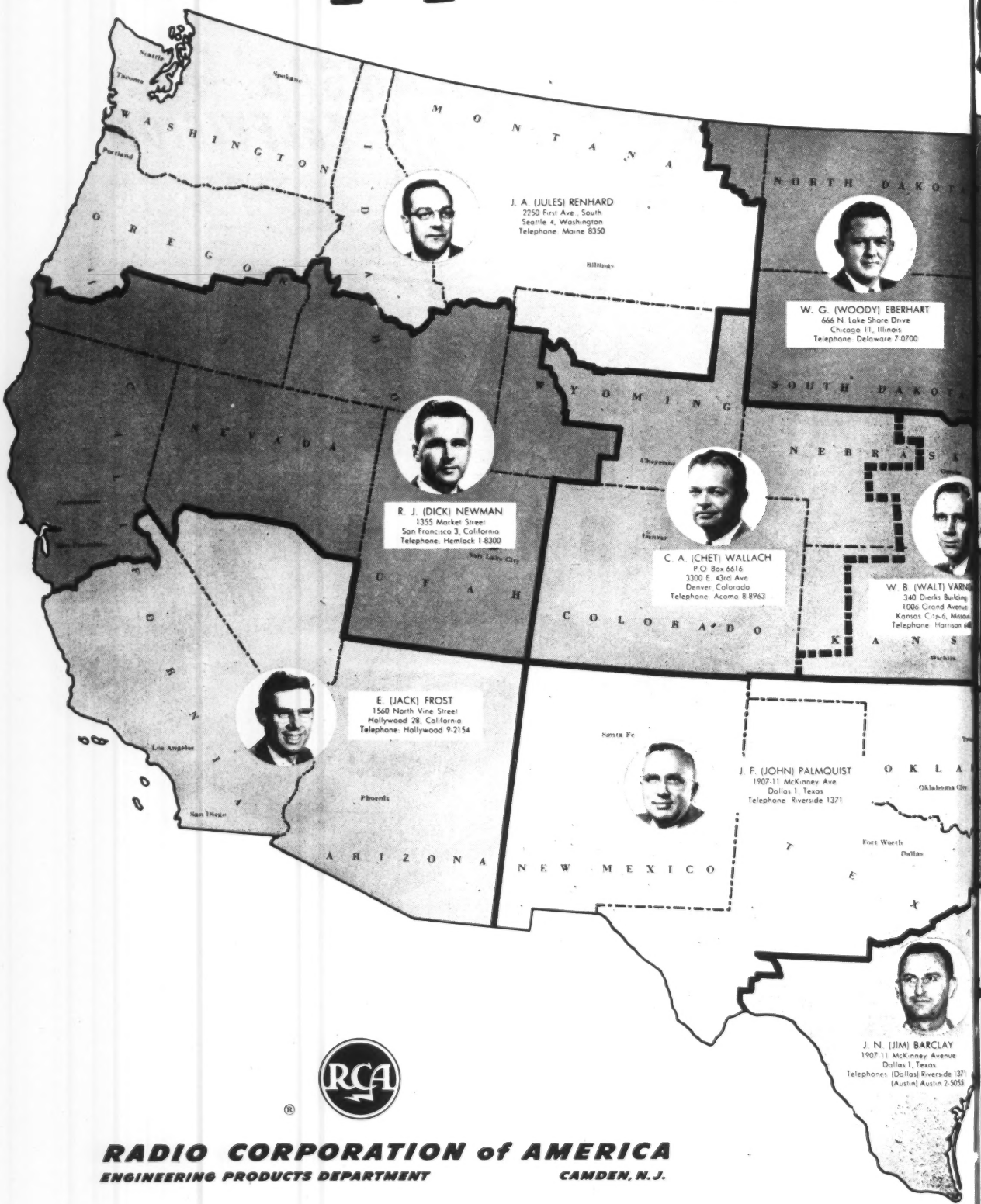
According to Pulse figures, radio news ratings during the first week in December were 15% above the November 1953 level. Average ratings of quarter-hour radio newscasts by the New York network stations between 6 a.m. and 7 p.m. EST, Monday through Friday, according to the survey, jumped from 4.0 to 4.6 between November and December. These figures were said to represent a combination of the at-home and out-of-home audiences.

Largest increase in news listening was said to have occurred among out-of-the-home audience. A special Pulse survey during the first week in December shows that out-of-home ratings for newscasts were 50% above the November 1953 level, with the out-of-home group adding 24% to the at-home audience.

In television, the survey showed, Monday-through-Friday quarter-hour news program ratings including NBC-TV's *Today*, averaged a 4.8 in December as against a 3.9 in November. On a comparison of nighttime newscasts only, the average for December was said to be 7.0 as against 5.7 in November. An overall 23% increase in tv viewing in December over November was noted.


ON THE AIR!
ARKANSAS' FIRST
VHF TELEVISION
KATV
CHANNEL 7
LITTLE ROCK
STUTTGART
HOT SPRING
PINE BLUFF
INTER-CONNECTED FEB. 1
CBS — ABC
THE MARKET
Population 1,003,287
TV Homes 50,000 (Est.)
Retail Sales $834,597,000
KATV's 1,000 ft. tower and 12-bay antenna located 14 miles NW of Pine Bluff, 24 miles SE of Little Rock.
Serving the HEART of ARKANSAS
CENTRAL SOUTH SALES CO.
James P. Walker
General Manager
Avery-Knodel, Inc.
Nat'l. Representative

For equipment plans

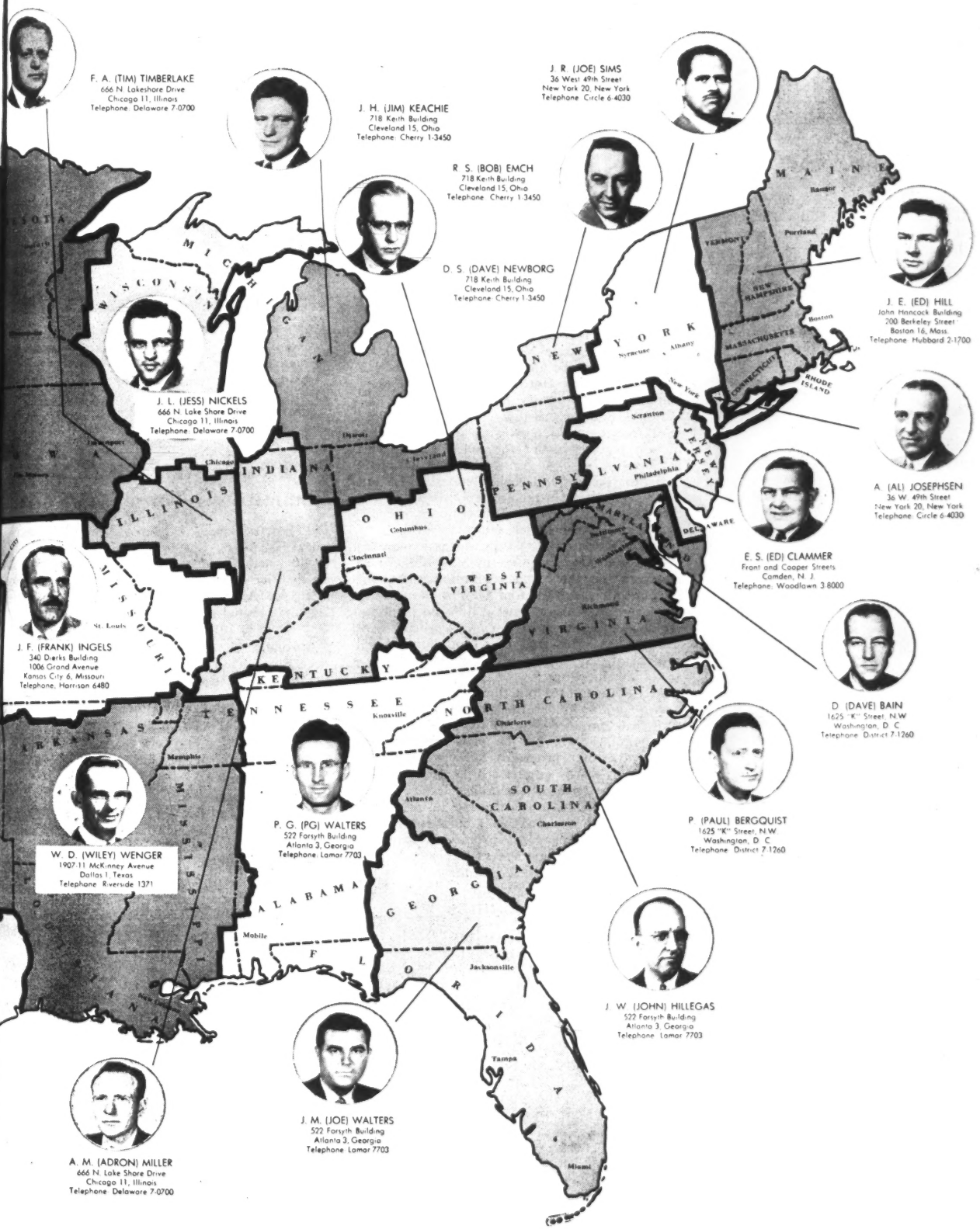


RCA®

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT **CAMDEN, N.J.**

see your nearest RCA broadcast representative



Kirby Handles NAM's Washington Documentary

AS PART of the tv series, *NAM Industry on Parade*, a documentary is being filmed in Washington, D. C., emphasizing the city as the news capital of the world. Handling the arrangements in the Nation's Capital is Col. Ed Kirby, former chief of the Radio-Tv Branch, Public Information Division, Army, and now public relations counsel of the Washington Board of Trade's Greater National Committee.

Part of the Washington documentary will point up the city as a publishing center with attention paid to leading publishers.

Col. Kirby now is on a six-week tour of more than 20 cities across the nation in connection with the Universal Pictures' film, "The Glenn Miller Story," which will have its world premiere Jan. 19 in Miami, Fla. Tour will consist of interviews with the press, radio and on tv. General release of the film is slated next month.

As a colonel on the SHAEF staff in 1944, Col. Kirby arranged a tour by the Glenn Miller band, which played over the Allied Forces Network. The bandleader of radio and screen fame lost his life in a plane disaster in 1944. Starring in the film are Jimmy Stewart and June Allison.

ED KIRBY (c) goes over details of his "The Glenn Miller Story" tour for Universal Pictures with executives James J. Jordan (l), circuit sales manager, and Charles Feldman, vice president and general sales manager, both Universal. Mr. Kirby will conduct interviews with the press and on tv on his more than 20-city journey.

Chapman Opens Office

PAUL H. CHAPMAN, veteran of 16 years with WFBC-AM-FM-TV Greenville, S. C., effective last Tuesday opened a radio and tv station brokerage office in the Georgia Savings Bank Bldg., 84 Peachtree St., N.W., Atlanta, Ga.. He became a tv advertising salesman with the advent of WFBC-TV.

Robinson to Hannagan

WILLIAM E. ROBINSON, member of the RCA and NBC boards, resigned last week as executive vice president and publisher of the *New York Herald Tribune* to become board chairman and chief executive officer of the public relations firm of Steve Hannagan Assoc., New York. He will continue to serve on the RCA and NBC boards, authorities said.

ZIV SIGNS SKELTON FOR RADIO SERIES; RELEASE DATE SET FOR NEXT MARCH 1

More than $3 million will go into the 'biggest radio deal of the past five years.' Station goal set at 450 by March 1.

AS EVIDENCE of its faith in radio as a thriving medium, the Frederic W. Ziv Co. announced last week it had signed Red Skelton to a three-year contract to star in a daily half-hour transcribed "open end" series. It was described as "perhaps the biggest radio deal of the past five years," with Ziv estimating that it will invest more than $3 million in the series.

John L. Sinn, executive vice president of Ziv, said the series already has gone into production in Hollywood, and the company expects to have at least 26 weeks of programming completed by March 1, which has been established as the national release date.

Mr. Sinn expressed the belief that the weekly budget for this series will be the highest for any radio series on the air in 1954. It will be produced by Herbert Gordon, a Ziv vice president, and directed by Henry Hayward.

It was pointed out that Mr. Skelton will remain free to continue his work in television and motion pictures under the terms of the contract with Ziv. A Ziv spokesman estimated that Mr. Skelton will realize at least $1.5 million as his share in the sale of this series over the three-year period. The contract specifies a guarantee against percentage of sales.

Last Tuesday Ziv executives and salesmen held closed-door meetings in New York mapping out the sales and promotion campaigns in connection with the *Red Skelton Show*. Salesmen were directed to start calling on local and regional sponsors, advertising agencies, and stations. A sales goal of a minimum of 450 stations signed for the series by March 1 was set at the meeting.

Mr. Sinn pointed out that although the *Red Skelton Show* will be the most expensive radio show ever produced by Ziv from a weekly cost standpoint, it will not be priced higher than the firm's other programs because "its potential sale is much greater."

Under the terms of the contract, Mr. Skelton will be available to participate in promotion of the program. In this connection, Ziv is preparing a high-budget promotion campaign directed both to the trade and consumers.

ZIV Vice President Herb Gordon (r) and comedian Red Skelton exchange congratulations at the signing of a contract by which Mr. Skelton will star in daily, half-hour transcribed shows for the Ziv firm. Mr. Gordon will produce the series.

BMI Series of Clinics Opened in Honolulu

BMI launched its 1954 series of 47 program clinics last week with a two-day session in Honolulu, attended by a group of 93 broadcasters described as the largest body of radio men ever assembled under one roof in Hawaii.

Fin Hollinger, president of the Honolulu Assn. of Radio and Television Broadcasters, opened the clinic, which was held Wednesday and Thursday at the Hotel Halekulani. Speakers from the States included J. Leonard Reinsch, WSB-AM-TV Atlanta; Ben Laird, WDUZ Green Bay, Wis.; Murray Arnold, WIP Philadelphia; Harry Spence, KXRO Aberdeen, Wash., and Philip Lasky, KSFO San Francisco. Local speakers were James P. Smith, N. W. Ayer & Son, Honolulu, and C. Richard Evans, KGMB-AM-TV Honolulu. Glenn Dolberg, vice president in charge of station relations for BMI, was clinic chairman.

Tv Broadcasters Like Committee's Terms to ASCAP

INITIAL response to letter of the All-Industry Local Tv Music License Committee asking tv broadcasters to voice approval or disapproval of the license terms the committee wants to offer ASCAP [B•T, Jan. 4, Dec. 28, 1953], is "overwhelmingly favorable," Dwight W. Martin, committee chairman, said Thursday.

Virtually all of the 120 stations who had been heard from by that time (about a third of the nation's tv stations) approved the committee's proposed terms, he said. The great majority also said they would accept blanket licenses from ASCAP embodying the committee's terms, while a minority expressed preference for per program licenses on the basis proposed by the committee.

The tv networks which accepted the original ASCAP blanket licenses expiring the end of last year [Dec. 31, 1953] are discussing details of new blanket license agreements with ASCAP, operating meanwhile on a temporary extension of the previous licenses.

Actual negotiations of financial terms of the new network blanket licenses are in abeyance as they are tied to station license terms in the industry committee proposals.

Of the stations which accepted the first ASCAP blanket licenses for the five-year terms ending Dec. 31, 1953, an appreciable number have declined ASCAP's offer to renew at the same rate and have notified the Society that they wish to negotiate terms of new licenses. Most of these stations have appointed Stuart Sprague and Simon H. Rifkind, committee counsel, to act for them in these negotiations. Stations which have not taken out any ASCAP licenses to date include a group of about 100 which have entered into litigation under committee aegis, asking the federal court in New York to set a fair fee for the use of ASCAP music on television. If present committee attempts to settle license terms by negotiations should prove fruitless, this action would be aggressively pursued.

TOP AUDIENCES in OKLAHOMA CITY

60.7*

* Special telephone coincidental by American Research Bureau, Washington.

KWTV SHARE OF AUDIENCE—89.8%

DURING ORANGE BOWL GAME!

PROOF! OKLAHOMA CITY KNOWS KWTV-9

•

PROOF! OKLAHOMA CITY SETS ARE TUNED TO KWTV-9

•

PROOF! POPULARITY GOES WITH THE SHOWS . . .

12:45 P.M. TO 3:45 P.M.	KWTV	TV STATION "B"	TV STATION "C"	TV STATION "D"
SHARE OF AUDIENCE	89.8	9.2	1.0	NOT ON AIR
RATING	60.7	6.2	0.7	NOT ON AIR

AND KWTV-9 HAS ALL THE TOP CBS SHOWS DAY AND NIGHT!

KWTV-9

CBS

OKLAHOMA CITY

EDGAR T. BELL, *General Manager*

FRED L. VANCE, *Sales Manager*

AFFILIATED MANAGEMENT KOMA-CBS

REPRESENTED BY AVERY-KNODEL, INC.

SRA DENOUNCES ABC PLAN AS 'RATE CUT,' TERMS IT EFFORT TO DRAIN NATIONAL SPOT

T. F. Flanagan's open letter to ABC Radio affiliates analyzes the network's split-sponsorship plan, postponed for now, as a rate cut, a gamble for stations and another network attempt to 'siphon off' national spot. Stations already have or can build better programs than the one offered, he says.

ABC's split-sponsorship plan [B•T, Dec. 21, 1953] is denounced as "a rate cut" and as another network attempt "to siphon off national spot business" into network coffers, by Station Representatives Assn. in an open letter sent last week to managers of radio stations affiliated with ABC.

The plan in essence asks stations to agree to amend their affiliation agreements with ABC to permit the network to offer morning and evening quarter-hour programs for sale in 7½-minute segments and with afternoon time occupied by the new Martin Block program offered to participating sponsors. Station compensation would be reduced in each case. Originally designed to go in effect Jan. 1, the plan's start has been postponed until after ABC affiliate meetings, so network officials may discuss, face-to-face, questions by a number of stations [CLOSED CIRCUIT, Jan. 4].

Flanagan Letter

T. F. Flanagan, SRA managing director, stated in his letter of Jan. 7 that SRA analysis of the plan was prepared after many ABC stations had asked their representatives what effect the change in affiliation agreement might have on national spot business. The following five points, he said, make up a consensus of the representatives' analysis of the ABC proposals:

1—This is a rate cut. All of us have been devoting our best attention to the elimination of rate cutting because it is such a serious threat to the health of radio business. These efforts on your part and ours are proving more and more successful. It is therefore most unfortunate that when the health of radio is looking up, there should be set up another network example of a cut in rates. It is obvious that this could lead to cuts in other than network rates, to the detriment of a healthy radio rate structure.

2—The announced plan of split sponsorship of two daytime quarter-hour strips requires the stations to gamble by setting aside large blocks of time for network use without any assurance that any part of the time, or more than a portion of it, will be sold. The unsold balance of time is unusable for commercial purposes by the station, since, although the network will allow the time to be sold locally or to a national sponsor, the fact that the network can re-capture the time on four weeks notice makes this privilege meaningless.

3—With specific reference to the Martin Block show, the program being furnished the station—a New York disc jockey—is of a type that any well-run station can build for itself, and probably better, since well-known local personalities can be utilized. At the same time, the station's pay-off for gambling a large segment of valuable time on a questionable program offering is one-half to one-third of its regular announcement rate.

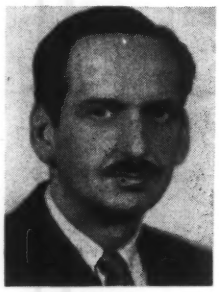
4—Today's radio stations have well-established participating programs already available, with established personalities, established audiences and proven records of success. The revenue from these programs is the stations' rate, not a small proportion of it, and the advertiser runs no risk of buying an unproven vehicle.

5—This ABC plan is the fourth such plan of the four networks in their attempt to siphon off national spot business into the network pattern. While network time sales have been declining for the last five years, national spot radio, by contrast, has shown an increase each year for 18 years, including the last five years. The final quarter of 1953 will in all probability turn out to be the healthiest quarter in the history of national spot radio. It is well known that the prosperity of national spot radio is due to the excellent programming and management of the radio stations, to the sales efficiency of their station representatives, and to the quick results secured during 1953 by the Crusade for Spot Radio. The prosperity of national spot radio is in no way due to the efforts of the networks. Quite to the contrary, the decline in network billings and audiences has posed a problem which the stations and their representatives have successfully solved.

"We have entire confidence in national spot as an advertising medium, and in our sales and promotion efforts," Mr. Flanagan concluded. "This confidence leads us to believe that under any circumstances national spot radio will grow. But we would rather not be under the handicap of watching the networks' continued attempts to siphon off national spot business, and to jeopardize radio prosperity through rate cutting deals, at the same time that they are moving toward reducing the stations' income."

RADIO-TV NEWSMEN ELECT HARKNESS

NBC commentator Richard Harkness last week was elected chairman of the Radio & Television Correspondents Assn. The news correspondents cover the Congress for radio and television.



Mr. Harkness

Other officers elected were William Costello, CBS, vice chairman; Joseph F. McCaffrey, MBS, secretary; Gunnar Back, ABC, treasurer; Julian Goodman, NBC, William Higginbotham, UP Television, and Ann Corrick, Crosley Broadcasting Corp., members at large, and Martin Agronsky, ABC, member ex-officio.

The officers also serve as the executive committee in charge of the operation of the Radio & Television Correspondents Galleries of the U. S. Congress.

At the meeting, Mr. Agronsky, outgoing president of the association, reviewed accomplishments of the group, including: Acceptance of radio and tv coverage of major governmental and political activities, expansion of tv and radio reporting of congressional committee hearings and the remodeled Senate Radio-Tv Gallery [B•T, Jan. 4].

He also noted the White House action in giving radio and tv a chance to relay full or excerpted Presidential news conferences.

Washington Briefing Set for Ad Council

ADVERTISING, media and business leaders will receive an all-day briefing from President Eisenhower, several Cabinet members and other high government officials tomorrow (Tuesday) when the Advertising Council holds its 10th annual Washington conference.

Philip L. Graham, publisher of the *Washington Post*, will preside at the conference as chairman of the council's board. T. S. Repplier is council president. The council contributes media time and space for national welfare projects.

Among those taking part in the briefing besides President Eisenhower will be John Foster Dulles, Secretary of State; George M. Humphrey, Secretary of the Treasury; James Mitchell, Secretary of Labor; Harold E. Stassen, Foreign Operations Administrator; Roger M. Kyes, Deputy Secretary of Defense, and Adm. Arthur Radford, Chairman, Joint Chiefs of Staff.

Aides to Speak

The panel of Presidential aides will include James C. Hagerty, news secretary, and Maj. Gen. Wilton B. Persons, Dr. Gabriel Hauge, Thomas E. Stephens, Gerald D. Morgan, Bernard M. Shanley and Bryce N. Harlow.

Monthly business meeting of the council will be held this afternoon. The Better Schools campaign will be reviewed along with other council projects, including the Ground Observer Corps recruiting drive. William R. Baker Jr., chairman of Benton & Bowles, which has served as volunteer agency on the Better Schools drive, will be among the featured speakers. Pentagon officials will meet with the council after the business session.

Outline of a proposed advertising campaign to promote the U. S. economy will be given at tomorrow's luncheon. The drive will emphasize the need for better roads, schools, hospitals and dwellings and outline new scientific developments in electronics and atomic energy.

Daytimers Hear Counsel Outline Objectives

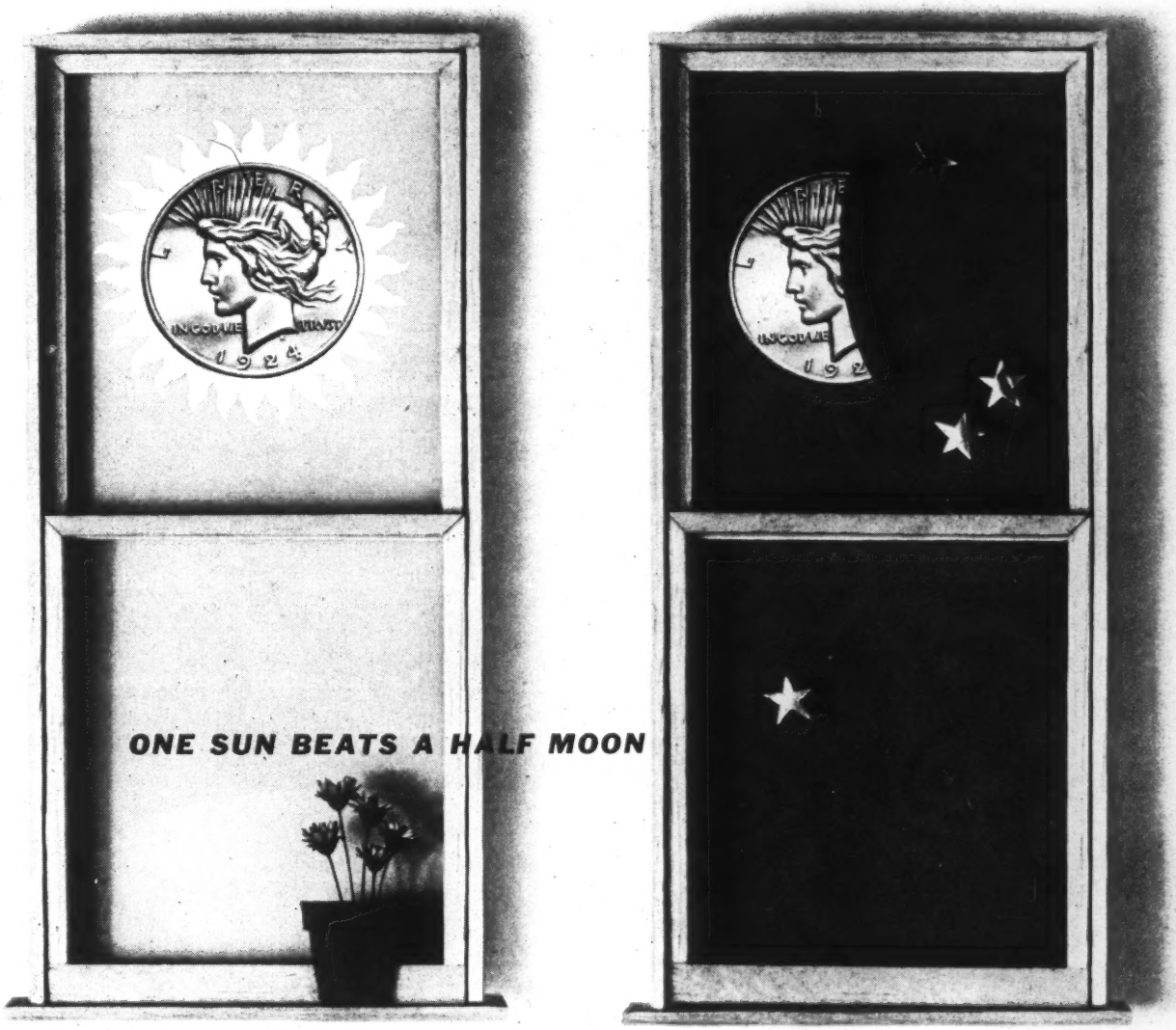
AIM of the Daytime Broadcasters Assn. is to obtain (1) a standard sign-off later than local sunset for part of the year, (2) a standard sign-on or (3) an option to use a standard sign-off or sign-on or local sunset or sunrise, whichever is more advantageous.

That objective was outlined by Harry J. Daly, DBA's Washington counsel, in a speech to daytime operators meeting in St. Louis Friday [B•T, Jan. 4].

More than 750 daytime stations have been limited in their service to their communities by such FCC actions as determining interference at the second hour after sunset and the six-year-long daytime skywave case, Mr. Daly said. Pending daytime skywave decision has tied up all applications for Class I and Canadian clear channels for daytime operations, he added.

Key to the daytimers' frustration, Mr. Daly said, is that the daytimer builds up his audience through the spring and summer and tries to figure ways to keep it up through the fall and winter when the dark hours come earlier and stay longer.

DBA was set up last October. Ken Patterson, WSIV Pekin, Ill., is president. A formal convention is planned for sometime during the NARTB convention in Chicago this year.



One average dollar invested in NBC daytime television delivers 621 advertising impressions. The same dollar invested in the average nighttime television show makes only 303 advertising impressions—less than half as many. Clear as daylight itself is the fact that Daytime Dollars Buy More... when they're placed on **NBC TELEVISION**

a service of Radio Corporation of America

SOURCES: A. C. Nielsen Co. Jan.-April '53. PIB Gross Time Cost Jan.-April '53. Variety Talent Est. Nov. '52.

In Houston, the South's FIRST market, KPRC continues conclusively FIRST. For 28 years, KPRC has shown top results because of leadership in popular live local programs... top local news coverage... audience rating... cost per thousand... coverage... network affiliation.

Behind these facts stand a sound organization of top personnel, hustling audience promotion and merchandising, plus public acceptance and prestige built up throughout the years.

FIRST by FIRST, and all combined, KPRC is the best buy in the Gulf Coast area. Call Edward Petry & Co., or write us direct for availabilities.

FIRST

FIRST in Circulation
FIRST in News
FIRST in Ratings
FIRST in Local Talent
FIRST in Live Shows
FIRST in Merchandising and Promotion
FIRST in Public Service
FIRST in Physical Equipment

STAYS First

FIRST IN RATINGS*

KPRC Leads All Stations By

66% DAYTIME | **63% NIGHTTIME**

In daytime periods KPRC has 66% more quarter-hour "firsts" than all other Houston stations. It leads in 25 out of 40 daytime quarter-hour segments.

At nighttime KPRC has 63% more quarter-hour "firsts" than all other Houston stations. It leads in 45 out of 80 nighttime quarter-hour segments.

*October-November, 1953, Pulse

KPRC HOUSTON

NBC and TQN on the Gulf Coast
JACK HARRIS, Vice President and General Manager
Nationally Represented by EDWARD PETRY & CO.

What Is POWER?

(—and Who's Got It!)

Power is AUDIENCE!

Latest TELEPULSE shows WTVI led for 112 of 128 UHF-TV quarter-hours rated . . . and there were 145,093 UHF-TV homes in the Greater St. Louis area two months ago!

Power is PROGRAMS!

People watch TV to enjoy programs . . . and WTVI gives them more top-rated shows—CBS and Dumont—than the two other UHF-TV stations in the Greater St. Louis area combined!

—And NOW . . .

WTVI-TV

uses the

MOST POWERFUL TRANSMITTER EVER BUILT

for UHF

✓ **Audience**

✓ **Programs**

✓ **Transmitter**

WTVI is The POWER

—Serves . . . and SELLS! . . . ALL of the Greater St. Louis Area—powerfully!

Any Questions?

—Ask WEED TELEVISION about WTVI—the power!

HOLLYWOOD AD PANEL SCANS COLOR TV

Present and future of the new medium are reviewed by experts Wile, Wood, Grant, Shelby and Peterson.

PRESENT and future status of color tv, and its impact on the industry both commercially and technically, were reviewed and discussed by a panel of experts at the Hollywood Ad Club meeting last Monday.

Frederic W. Wile Jr., vice president in charge of tv programming and production, NBC-TV western division, as panel coordinator disclosed color telecasts would originate from Hollywood by fall and that that city would play an increasingly major role in the future.

Barry Wood, NBC-TV executive producer for color programming; Norman Grant, director of color tv art and design; Dr. Robert Shelby, NBC-TV director of technical color development, and H. Austin Peterson, partner in charge of West Coast operations, Ted Bates & Co., were panel members. John West, NBC western division vice president, introduced the group.

Other networks will be active in color telecasting within six months, Mr. West stated, adding that NBC would schedule at least one show a week in color during that period.

Color tv is "the greatest force for communicating ideas that man has known," stated Mr. Wile. He further described it as "the perfect advertising medium."

NBC-TV already has invested $25 million in color development and probably will spend another $15 million during its color introductory year, Mr. Wood told Ad Club members.

"NBC-TV is not going to be a half-color, half-black-and-white organization," he stated. Mr. Wood described the tv network's training program, in which all personnel, from production heads to prop boys, will be brought to New York for color training.

"We know that color tv will be more expensive than black-and-white," he continued. "There will be additional charges, but considering the new values we derive from color, these additional expenses are all warranted."

Following the panel discussion, Klaus Landsberg, vice president and general manager, KTLA (TV) Hollywood, heard, in response to his question, that the network is keeping a close accounting of added costs during its introductory year and will have some idea at the end what changes in its rate card will be justified for color tv.

Close cooperation between NBC-TV and Container Corp. of America to establish visual standards for color tv pigmentation and paints was described by Mr. Grant. From 1,000 3x3-ft. color "clips" being tested by NBC, network color technicians hope to develop a "basic color yardstick." Similar work is being done with inks and dyes, fabrics and costumes, and make-up, Mr. Grant stated. In commercial art "present black-and-white photography as used in the field of graphic arts can no longer be utilized. Slides and transparencies are acceptable to the color system, but small packages, such as cigarettes and soaps, are better in a dimensional display than flat photography."

While color cameras are three times as large as black-and-white cameras, their use is basically the same, according to Dr. Shelby. "We can do anything with these cameras—so far, at least—that we are called upon to do with black-and-white cameras." Control room equipment is three times as complicated, he estimated, with a control man necessary for each camera, instead of the present practice of one man for three cameras in black-and-white. However, improvement in equipment and techniques may reduce this, he hoped.

More careful lighting is required, one reason why black-and-white compatible telecasts are often superior in qaulity, he said. Again, at present, light levels are three to four times higher, using incandescent sources.

Several experimental developments in color film transmission were discussed by Dr. Shelby. Among them was a rapid pull-down 16 mm projector with intermittent operation so fast that the film is pulled from one frame to next during tv blinking interval. Vidicon tubes now offer great promise, which if fulfilled may allow use of standard black-and-white projectors with no basic change in mechanism. Third development, under experiment in RCA Camden, N. J., laboratories, utilizes Servo-mechanisms to stablize the film projection.

Mr. Peterson told Ad Club members of his experience in producing color commercials for NBC-TV's *Colgate Comedy Hour*. Overuse of color is a mistake, he said, and cited the effective use of black-and-white against color backgrounds.

NARTDA Convention Sets Panel to Explore Color Tv

STATUS of color television with emphasis on plans and problems faced by broadcasters and manufacturers will be explored by industry spokesmen at the annual convention of the National Appliance & Radio-Tv Dealers Assn., which opened in Chicago yesterday (Sunday).

James D. Secrest, executive vice president of Radio-Electronics-Television Mfrs. Assn., will preside over a panel of network, manufacturing, engineering and servicing specialists at the Conrad Hilton Hotel Tuesday, according to Wallace Johnston, NARDA president.

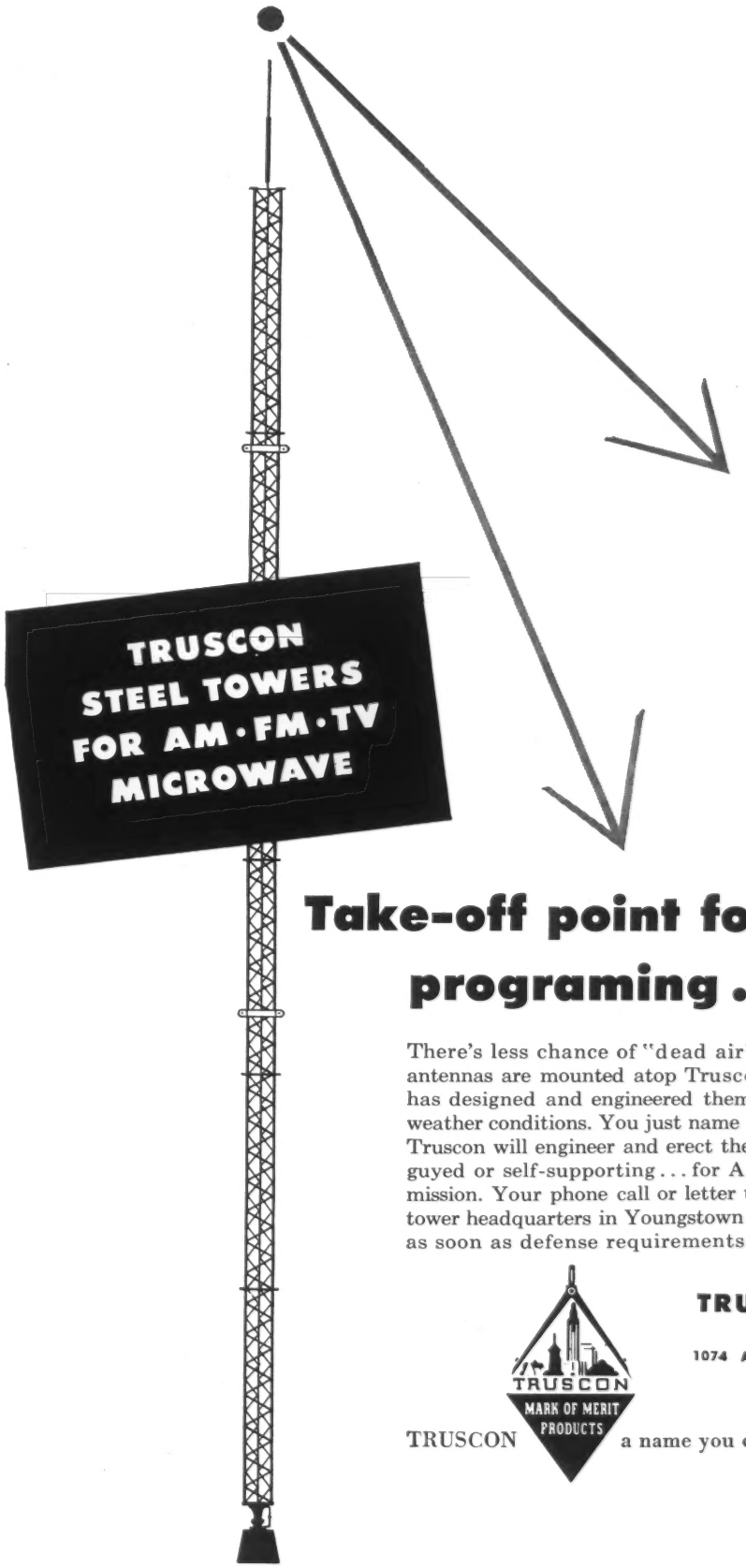
Full details on colorcasting—its status and prospects—will be laid out and a recorded message will be played from Dr. W. R. G. Baker, General Electric Co. electronics division, who headed the National Television System Committee, as a highlight of the program.

Appearing on the agenda are Frank Marx, ABC vice president in charge of engineering; Ted Bergmann, managing director for DuMont Tv Network; Barry Wood, NBC executive producer; Richard Llewine, CBS executive color producer, and W. T. Winthringham, engineer in charge of tv research for Bell Telephone Labs, who will explain the new FCC color video standards. W. O. Swinyard, chief engineer, Hazeltine Research Inc., will describe nature and availability of color tv receivers, and Harold Schulman, chairman of RETMA's Service Committee, color installation problems.

Session will be held in the Grand Ballroom of the Hilton at 2 p.m. tomorrow, closing day of the three-day convention.

DeLaFleur to RETMA Int'l.

LOUIS E. DeLaFLEUR, assistant chief of the FCC Frequency Allocation & Treaty Division, has joined Radio-Electronics-Tv Mfrs. Assn. as manager of the new international department. He has attended many international communications conferences. A native of Utica, N. Y., he holds a B.S. degree from Hamilton College.



Take-off point for dependable programing . . .

There's less chance of "dead air" costing you listeners when your antennas are mounted atop Truscon towers. Truscon knows towers—has designed and engineered them to stand strong and tall under all weather conditions. You just name the height your antenna must reach; Truscon will engineer and erect the tower you need . . . tall or small . . . guyed or self-supporting . . . for AM, FM, TV, or Microwave transmission. Your phone call or letter to any Truscon district office—or to tower headquarters in Youngstown—will get your tower program going as soon as defense requirements allow.

TRUSCON® STEEL DIVISION
REPUBLIC STEEL
1074 ALBERT STREET • YOUNGSTOWN 1, OHIO

TRUSCON MARK OF MERIT PRODUCTS

TRUSCON a name you can build on

You'll find them

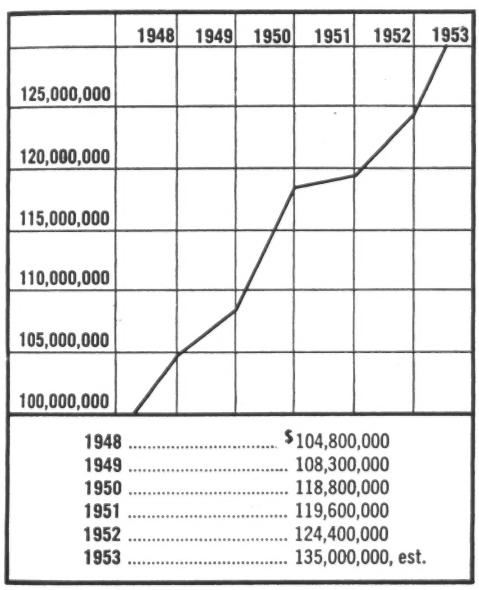
LOCAL STATION newscasters, sportscasters, disc jockeys, women commentators, etc., etc., — a great new selling force at work today across the nation. This force has grown up so gradually that you have perhaps not realized the strength of its influence. It is the power of the local personality. The men and women in each community whose voice on the radio has won a loyal following and whose selling suggestions carry the influence of a known and trusted friend.

Jerry Marshall, master of ceremonies on WNEW's Make Believe Ballroom. One of thousands of local station personalities who make Spot Radio successful.

in every town

This local influence, among other things, is what has made Spot Radio the powerful force it is today. This is why Spot Radio is shooting up year after year.

And because this selling force is so little understood, the radio stations of America and their station representatives a year ago organized The Crusade for Spot Radio to tell the Spot Story to advertisers and their agencies. The Crusade carries its message directly to the top executives — to the people who decide what media will be used. It supplies the factual data on which the agency can prepare a nation-wide spot program. The Crusade isn't selling any one station or group of stations — it is an industry-wide service. It is designed to stretch the advertiser's dollar by helping him make the most effective use of this powerful selling force.



1948	$104,800,000
1949	108,300,000
1950	118,800,000
1951	119,600,000
1952	124,400,000
1953	135,000,000, est.

Spot Radio time sales have grown in volume consistently for 18 years.

In its first year, supported by 318 of the more forward-looking radio stations, The Crusade has been most successful in winning many new converts to the national spot medium — more advertisers; more markets; more saturation campaigns on more stations.

With more stations backing its program, The Crusade can do an even more effective job. For the advertiser and his agency, The Crusade can help in the effective use of this great, new selling force. For the station, The Crusade can serve in the broadest possible sense in industry-wide promotion of this medium. Remember, The Crusade is the only organization selling national spot radio on an industry-wide basis.

Based on the outstanding success of The Crusade in its first year of operation, the newly appointed Station Advisory Board, comprised of the prominent men pictured, is meeting this week in New York to plan and launch a vigorous expansion program for 1954.

The Station Advisory Board of the Crusade will consist of:

Harry Burke, KFAB
Omaha

Robert B. Jones, Jr.,
WFBR
Baltimore

Leslie L. Kennon, KWTO
Springfield, Mo.

Richard H. Mason, WPTF
Raleigh

Philip Merryman, WICC
Bridgeport

William B. McGrath,
WHDH
Boston

Charles F. Phillips,
WFBL
Syracuse

Odin S. Ramsland, KDAL
Duluth

Ben Strouse, WWDC
Washington, D. C.

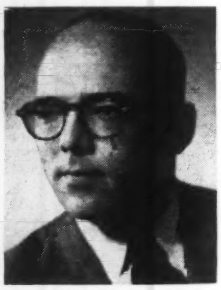
the Crusade
FOR SPOT RADIO

Sponsored by

The Station Representatives Association, Inc.
101 PARK AVENUE • NEW YORK CITY 17, N. Y.

Kimble Heads BAB Local Promotion

APPOINTMENT of R. David Kimble, director of national promotion of BAB for the past 17 months, as director of local promotion for the organization, was announced last week by Kevin B. Sweeney, BAB executive vice president. Mr. Kimble replaces John F. Hardesty, who has joined Westinghouse Broadcasting Co. as eastern sales manager [B•T, Dec. 14, 1953].



Mr. Kimble

Mr. Sweeney also announced that Samuel I. Abelow, who has been senior presentation writer in the national promotion department, has been named assistant director of local promotion under Mr. Kimble. A successor to Mr. Kimble as national promotion director will be named shortly, Mr. Sweeney added.

Broadcasters to Address N. C. 'Freedom' Conference

BROADCASTERS will be prominent among participants at a Conference on Freedom of Information to be sponsored by the Freedom of Information Committee of North Carolina Associated Press Members Thursday at the Sir Walter Hotel, Raleigh.

Gordon Gray, WSJS-AM-FM-TV Winston-Salem, president of the U. of North Carolina, will preside at a luncheon meeting where he will introduce the principal speaker, James Russell Wiggins, managing editor of the *Washington* (D. C.) *Post* (WTOP-AM-FM-TV) and chairman of the American Society of Newspaper Editors' Freedom of Information Committee. Gov. William B. Umstead will deliver the keynote address.

Charles H. Crutchfield, executive vice president of the Jefferson Standard Broadcasting Co. and general manager of WBT-AM-FM WBTV (TV) Charlotte, will moderate a panel discussion of relations between the judiciary and public information media.

Speaking for radio, television and the press will be Ward A. Coleman, general manager of WENC Whiteville and president of the N. C. AP Broadcasters; Gaines Kelley, general manager of WFMY-FM-TV Greensboro; Miles H. Wolff, Greensboro *Daily News;* C. A. McKnight, Charlotte *News,* and Weimar Jones, president, N. C. Press Assn. Representing the judiciary will be prominent jurists in North Carolina.

NARTB's Engineer Unit Meets

NARTB's new Engineering Conference Committee met Thursday in New York to discuss plans for the annual technical convention to be held during NARTB's convention week, slated May 23-28 at the Palmer House, Chicago. Taking part in the committee session were Frank L. Marx, ABC; William B. Lodge, CBS; Rodney D. Chipp, DuMont; E. M. Johnson, MBS; A. James Ebel, WMBD Peoria, Ill.; Karl B. Hoffman, WGR Buffalo; George F. Leydorf, WJR Detroit; Willard J. Purcell, WGY Schenectady, and James D. Russell, KKTV (TV) Colorado Springs. A. Prose Walker, NARTB engineering manager, met with the committee.

Major Tobacco Men Band To Fight Cancer Scare

Full-page newspaper ads announce industry research committee formed to counteract reports that cigarette smoking may cause lung cancer. Broadcast media haven't been brought into the campaign.

THE NATION'S major tobacco manufacturers, with one exception, last week formed a joint industry group to be known as Tobacco Industry Research Committee, to map plans for counteracting the "recent reports on experiments with mice" which gave "wide publicity to a theory that cigarette smoking is in some way linked with lung cancer in human beings."

The committee pledged itself in full page newspaper ads to "aid and assistance to the research effort into all phases of tobacco use and health. This joint financial aid will of course be in addition to what is already being contributed by individual companies."

"In charge of the research activities of the Committee will be a scientist of unimpeachable integrity," the statement said, and "in addition there will be an Advisory Board of Scientists disinterested in the cigarette industry. A group of distinguished men from medicine, science and education will be invited to serve on this Board. These scientists will advise the Committee on its research activities."

Tobacco Firms

The statement was signed by the following: American Tobacco Co., Benson & Hedges, Bright Belt Warehouse Assn., Brown & Williamson Tobacco Corp., Burley Auction Warehouse Assn., Burley Tobacco Growers Cooperative Assn., Larus & Bro. Co., P. Lorillard Co., Maryland Tobacco Growers Assn., Philip Morris & Co., R. J. Reynolds Tobacco Co., Stephano Brothers, Tobacco Assoc., and United States Tobacco Co. Only major company that did not sign the statement was Liggett & Myers.

The tobacco firms, individually, had increased their radio-tv budgets as of Jan. 1, mostly by expanding network shows, but this had no bearing on the "cancer scare" since the budgets were all made up before the adverse publicity broke, a tobacco spokesman told B•T.

So far the Tobacco Industry Research Committee has used only newspapers to announce its function.

A head for the Tobacco Industry Research Committee is expected to be named some time this week. The presidents of all the tobacco firms which signed the original ad will be on the committee with an additional advisory board composed of educators, researchers, etc., still to be chosen.

Hill & Knowlton, public relations firm, was appointed as liaison between the committee and the public. In addition, Fuller & Smith & Ross, New York, placed the first newspaper campaign and is expected to handle further advertising.

Elliott to Address NRDGA

TALK on "Promoting Through Color Television" will be presented by Joseph B. Elliott, RCA vice president of consumer products, at a Wednesday morning session of the 43d annual convention of the National Retail Dry Goods Assn. in New York. The convention will open at the Hotel Statler today (Monday).

VOD Competition Judges Announced

TWELVE leading Americans were selected last week to serve as judges for the Seventh Annual Voice of Democracy Contest by Robert K. Richards, chairman of the VOD contest committee and NARTB administrative vice president.

The contest judges are: Richard L. Bowditch, president of U. S. Chamber of Commerce; Dwight Clark Jr., 1951-52 contest winner; William A. Early, president, National Educational Assn.; Joseph L. Martin Jr. (R-Mass.), Speaker of the House; Glen McDaniel, president, Radio-Electronics-Tv Mfrs. Assn.; Judge Justin Miller, NARTB board chairman and general counsel; Thomas F. O'Neil, MBS president; Ivy Baker Priest, Treasurer of the U. S.; Ed Sullivan, m.c., CBS *Toast of the Town;* Harold E. Talbott, Secretary of the Air Force; Mrs. Charles W. Tobey, widow of the late Senator; Mrs. Charles L. Williams, president, National Congress of Colored Parents & Teachers.

UHFTA Questions Results Of FCC's Uhf-Vhf Study

REQUEST that the FCC undertake another study to determine how uhf stations are faring was made last week by the Ultra High Frequency Television Assn.

Cautioning that the FCC "Survey of Post-Freeze Television Stations" [B•T, Jan. 4] should not be accepted as applying to uhf stations presently on the air, William A. Roberts, UHFTA counsel, said:

"Since this survey for the most part did not include uhf stations in areas where vhf stations are in operation, it did not cover adequately the current situation."

The UHFTA concurs with the views of FCC Comr. Frieda B. Hennock, Mr. Roberts continued, that another study is required to show the development of these stations over the intervening period and the status of uhf in areas covered by vhf signals.

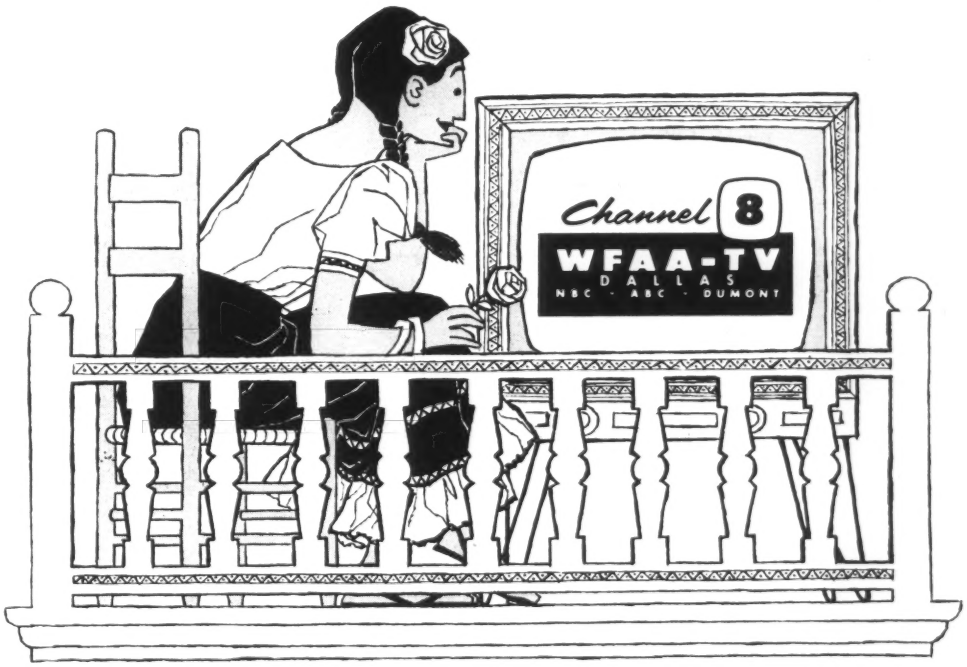
The FCC study, covering all stations which went on the air between the lifting of the freeze in 1952 and Aug. 1, 1953, also failed to get the true picture of those uhf stations operating in existing vhf markets or in new markets where vhf stations have begun operating, Mr. Roberts pointed out.

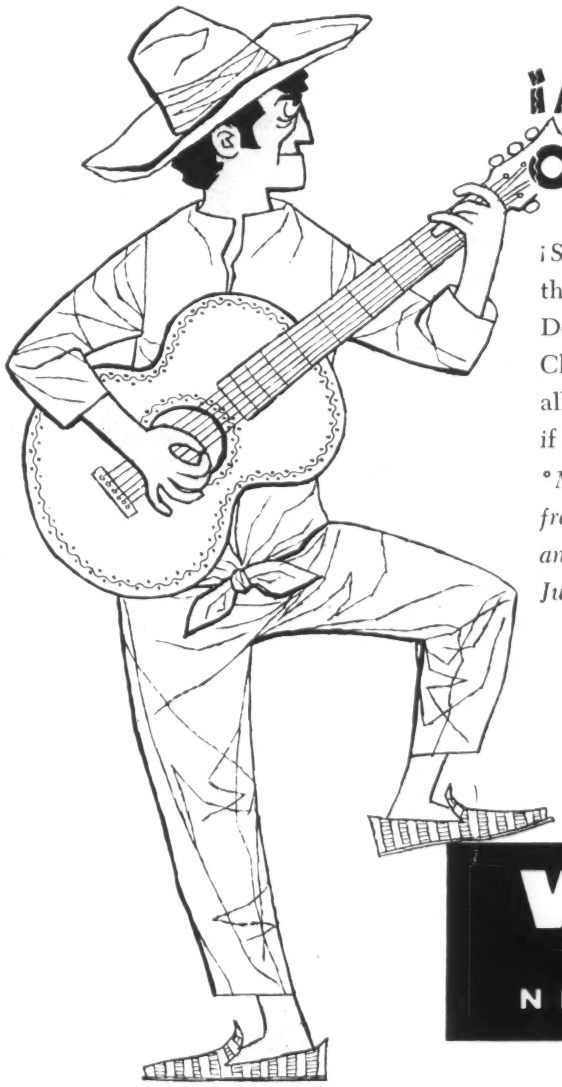
FCC Will Wait

Belief that the Commission may wait until final 1953 financial returns have been received, around April 1, before embarking on another study, was predicted by FCC executives. At the same time, it was learned that H. H. Goldin, assistant chief accountant in charge of the Economics Division, was scheduled to visit Pittsburgh this week to look into uhf economics in that city. He was also planning to visit other uhf-vhf cities in the immediate future, it was understood.

The Commission's post-freeze tv study showed that uhf stations, particularly those which are the only outlets in their markets and are at least 50 miles from existing vhf stations, are doing as well as vhf in revenue and network programs.

The study warned, however, that too little information was available to judge how uhf was faring in pre-freeze vhf markets.





¡MEXICO* IS LOCO OVER CHANNEL OCHO!

¡Si senor! There's the great happiness in the hacienda — the senoritas have gon' loco for thees entertaining Ocho! Don' gat me wrong, los hombres are muy simpatico for Channel 8 too. We weel give you a teep, senor: You can court all the gorls en Mexico and never cross the Rio Grande — if you serenade them on WFAA-TV.

**Mexico, en Hunt County, Texas, ees only 60 kilos by burro from the WFAA-TV tower, an' like Reno, Frisco, Bristol and Lancaster, ees well within the DALLAS-Ft. Worth market. Jus' ask Don Eduardo Petry for further información.*

¡Las' time we look, there are 300,000 sets en Channel Ocho's area!

Channel 8

WFAA-TV

DALLAS

NBC - ABC - DUMONT

RALPH NIMMONS, Station Manager • EDWARD PETRY & CO., National Representatives • TELEVISION SERVICE OF THE DALLAS NEWS

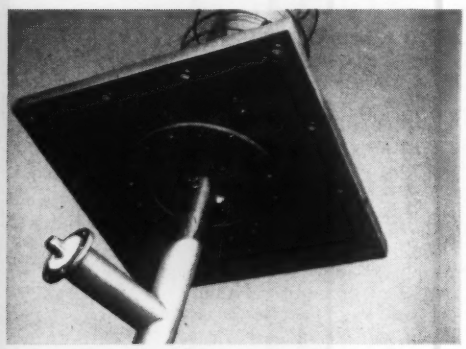
UHF ANTENNA GAINS HIT NEW HIGH!

G-E Helical Antennas at Three New TV Outlets Boost Directed ERP Within 500 KW Mark!

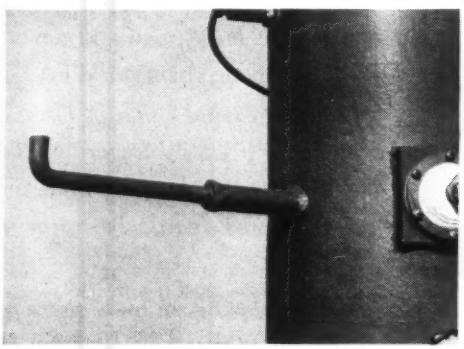
Here's how you can directionalize at lowest cost!

KTVU, Stockton, Calif.—Channel 36 . . . . Antenna Gain 47.6!
KACY-TV, St. Louis, Mo.—Channel 14 . . . . Antenna Gain 46!
KCOK-TV, Tulare, Calif.—Channel 27. . . . Antenna Gain 40!

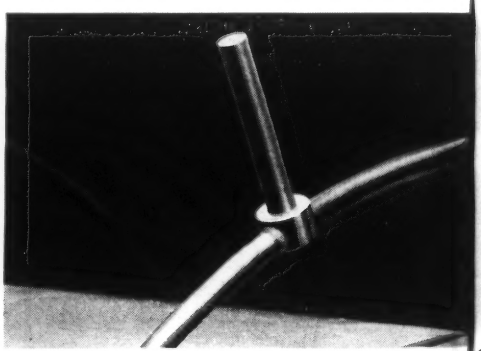
These gains were achieved with patterns which were custom-directionalized to meet specific needs of each broadcaster. Good coverage of your market area may require more intense directionalizing, give you *even higher gains!*



SIMPLIFIED DESIGN for fast transmission line hook-up! Power line may be readily removed or connected to the input feed adapter shown here. Beacon light cable feeds *inside the antenna* to eliminate any potential signal interference.



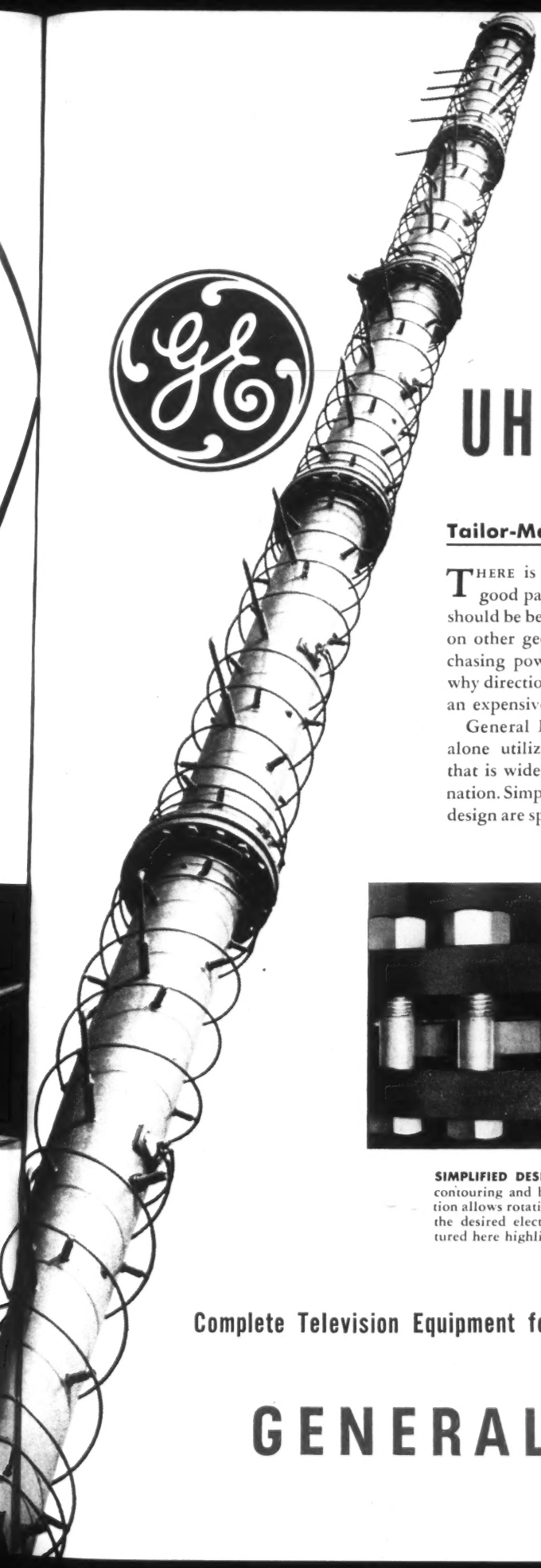
SIMPLIFIED DESIGN for antenna bay accessibility! This pole step with boss welded to bay facilitates beacon light maintenance or adjustments. Also useful as a twist lever for bay rotation when contouring.



SIMPLIFIED DESIGN for directionalizing with this unique stub attachment! Inexpensive and easily installed on standard helicals (between 4 and 6 per bay) it controls directivity to ideally fit your geographical and population requirements.

Here's how you can get in the high-power class!

Your local G-E broadcast field representative has the answers on a directionalized helical antenna for your market. He'll show you how a 12 KW UHF transmitter will perform in any new TV outlet or how to combine your present small 1 KW unit with a General Electric 12 KW amplifier! See him today and place an order for early delivery of this preferred equipment!



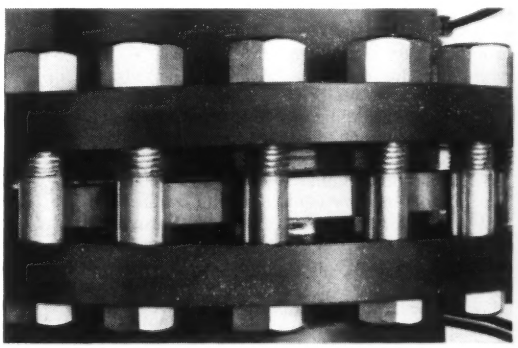
Directionalized UHF HELICAL ANTENNA

Tailor-Made coverage of Every Market with Standard Equipment

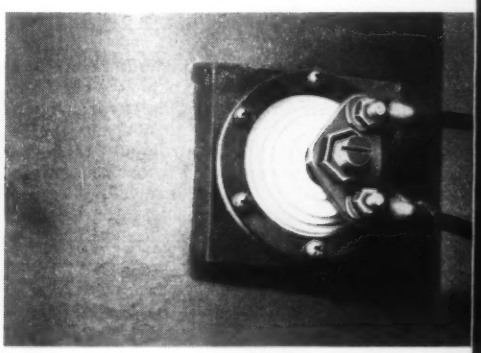
THERE is absolutely no reason why a good part of your UHF station signal should be beamed into the ocean or wasted on other geographical areas void of purchasing power. There is still less reason why directionalizing your antenna need be an expensive... custom-equipped process.

General Electric contouring methods alone utilize a standard antenna... one that is widely used today throughout the nation. Simple additions to the basic helical design are speedily made to result in single direction... elongated... close-in... or any ideal coverage your market demands! *And, this is done at a fraction of the cost other manufacturers must impose!*

An examination of this outstanding feature, and all others in the extremely practical, yet simple, G-E Helical design, clearly shows why General Electric leads the industry in *high-power* UHF equipped stations throughout the country! *Section X214-11, General Electric Company, Electronics Park, Syracuse, New York.*



SIMPLIFIED DESIGN permits bay adjustments for contouring and beam tilt! A swivel flange connection allows rotation of bays to any angle to establish the desired electrical phase. (Loosened bolts pictured here highlight this feature.)



SIMPLIFIED DESIGN... Just one feed point per bay! Provides extreme ease of adjustment! Low-impedance, non-resonant construction throughout results in stable antenna performance even in toughest weather—proved under all conditions!

Complete Television Equipment for UHF and VHF

GENERAL ELECTRIC

SENATE FIGHT ON LEE CONFIRMATION MAY BREAK OUT ALONG PARTY LINES

Speculation arises that Lee appointment may draw an opening blast in minority attack on Eisenhower. The opposition lineup is not complete, however—many Senators are adopting 'wait-and-see' attitude.

THERE MAY be open warfare declared in the Senate by certain Democrats who feel Comr. Robert E. Lee should not be confirmed as a member of the FCC.

According to a B•T check last week of key legislators involved, the feeling on Comr. Lee is not solid. Most Democratic leaders are content to adopt a wait-and-see policy.

Indication of a fight, however, came in an interview with Sen. A. S. Mike Monroney (D-Okla.), a member of the Senate Interstate & Foreign Commerce Committee. This is the group which will consider Comr. Lee's nomination if and when it is received by the Senate.

Monroney 'Unchanged'

Sen. Monroney told B•T his position on Comr. Lee remains "unchanged." He said a few questions ought to be raised and that "a good many people want to be heard." Asserting that the nomination would be looked at "very carefully," Sen. Monroney said there is a possibility that the nomination, when made, will be "contested."

Speculation had been high in the past two weeks that the Democratic opposition may pounce on the Lee issue as a way to discredit Administration appointments in Government.

Sen. Monroney's feeling in the matter is well known, having been reported only last October [B•T, Oct. 26, 1953].

At that time, Sen. Monroney said Comr. Lee's involvement in the 1950 Maryland Senatorial campaign which culminated in the defeat of former Sen. Millard Tydings (D) by Sen. John Marshall Butler (R) would bear further scrutiny.

On Dec. 31, the CIO Communications Workers of America asked the commerce chairman, Sen. John W. Bricker (R-Ohio), for a public hearing on Comr. Lee's membership on the FCC [EDITOR'S NOTE—as a rule all Presidential nominations are considered in open hearing by the committees which are involved].

Comr. Lee is a Republican. He has been serving as a commissioner since October and without pay. Yearly stipend for an FCC member is $15,000.

President Eisenhower failed last week to send to the Senate the nomination of Comr. Lee to serve on the FCC for a full seven year term. The Congress was in brief session Wednesday and Thursday and recessed Friday. It is assumed that the Lee nomination, if forthcoming from the White House, will be sent sometime this week.

Sen. Bricker said an early hearing will be held once the nomination is received.

The situation has an unusual twist in that the most interested Senators all sit on the Senate Interstate & Foreign Commerce Committee which considers Presidential appointments to the FCC. The committee must approve the nomination before it can be taken up by the full Senate for confirmation.

Sens. Butler and Monroney are committee members as is Sen. Lyndon Johnson of Texas who is the Senate Minority Leader. Ranking Democrat on the committee is Sen. Edwin C. Johnson (D-Colo.).

Sen. Johnson of Texas wants to put first things first. After the nomination is received, he said, he would seek all information available. The matter, he said, would be treated "judiciously, with dignity and decency." Other Democrats on the committee—Sens. Lester C. Hunt of Wyoming, Warren Magnuson of Washington, John O. Pastore of Rhode Island and George A. Smathers of Florida—apparently take a similar position as the Democratic leader. Sen. Johnson of Colorado already has said he will keep an "open mind" on the matter [B•T, Jan. 4].

Close Democratic Majority

Complicating the matter, however, is the peculiar ratio of party lineup in the Senate. There is a close majority of Democrats—actual count is 47 Republicans, 1 Independent (Sen. Wayne Morse of Oregon) and 48 Democrats. Thus, the committee lineups may be juggled further. If the commerce group is affected and the Democrats have equal standing on the committee there conceivably could be an unusual result of a tied vote on the Lee nomination should it become an out-and-out party issue. This could happen on the floor of the Senate should the nomination be contested there and brought to a party vote.

Sen. Monroney was chairman of a special subcommittee which investigated charges of irregularities in the Maryland campaign. The subcommittee termed it "despicable" and referred findings to the Justice Dept. Attorney General Herbert Brownell Jr. announced Oct. 16 that the department had found no evidence of Federal violation.

Comr. Lee appeared before the subcommittee to report on a $5,000 campaign contribution he received from Alvin M. Bentley, now a Republican Congressman from Michigan, in a meeting with Mr. Bentley in the office of Sen. Joseph R. McCarthy (R-Wis.).

Comr. Lee testified that he had taken the check to the Butler headquarters and that it had been endorsed over to Mr. Lee's wife and used by Mr. and Mrs. Lee in a direct mail campaign in behalf of Sen. Butler. The subcommittee found that the $5,000 was not reported until after the group began its investigation. Comr. Lee has explained he had no responsibility for reporting the contribution to proper Maryland authorities.

Reports have linked Comr. Lee's appointment to Sen. McCarthy but of late, Sen. Styles Bridges (R-N. H.), President pro tem of the Senate, and Rep. John Taber (R-N. Y.), chairman of the House Appropriations Committee with which Comr. Lee had been employed before going to FCC, have been connected with the Lee nomination [CLOSED CIRCUIT, Dec. 14, 1953].

The CWA letter, signed by the union's president, Joseph A. Beirne, asserted the appointment of Comr. Lee to "this highly important and sensitive post should be scrutinized closely by the entire Sentate." He said special emphasis should be placed on Comr. Lee's "competency."

Congressional Coverage

STRENGTH and growth of radio and tv as an integral part of the nation's life can be seen in the number of news correspondents accredited to the news galleries of the U. S. House and Senate.

As Congress convened last Wednesday, there were (in round figures) 1,200 correspondents. Of these, about 798 are reporters covering for newspapers and wire services; 249 are reporters for the periodical press (magazines, newsletters, etc.) and 120 are correspondents for radio and tv, representing networks, stations and broadcasting services. The British Broadcasting Corp. has a correspondent. Former Vice President Alben W. Barkley is an accredited NBC-TV correspondent and the radio-tv program, *American Forum of the Air*, has two accredited correspondents.

They Were There

WHERE were radio and tv when news events of importance occurred in Washington at Congressional committees during 1953? They were there, according to Martin Agronsky, MBS news correspondent and retiring president of the Radio & Television Correspondents Assn. Here is his list of outstanding coverage:

1. Bishop G. Bromley Oxnam before the House Un-American Activities Committee.
2. Attorney General Brownell and J. Edgar Hoover, director of the FBI, before the Senate Internal Security Subcommittee.
3. The Joint Chiefs of Staff before the Senate Armed Services Committee.
4. Bernard Baruch before the Senate Banking & Currency Committee.

Johnson Applauds Sarnoff For Color Tv 'Victory'

BRIG. GEN. David Sarnoff, board chairman of RCA and NBC, last week was praised by Sen. Ed. C. Johnson (D-Colo.), member and former chairman of the Senate Interstate & Foreign Commerce Committee, for "the great victory you have won for the American people in getting for them a compatible system of color tv."

In a letter dated Dec. 31 and released by RCA last Tuesday, Sen. Johnson wrote to Gen. Sarnoff:

I must not let 1953 pass into history without commending you heartily for the great victory you have won for the American people in getting for them a compatible system of color tv. You spent money like water in the laboratory to develop this system and you pressed for its adoption relentlessly.

The scoffers said it could not be done but you were not influenced by their pessimism. The demands for delay only made you press the harder for prompt and forthright action. You faced the identical obstacles thrown in the paths of all men who have really gotten things done. Columbus for instance. Please accept my congratulations for a mighty important achievement in the Art of Communications.

Gratefully,

Ed. C. Johnson.

Koepf to Commerce Post

JOHN KOEPF, television chief, U. S. Treasury Savings Bond Division, was named assistant to Lothair Teetor, Assistant Secretary of Commerce for Domestic Affairs, last week. Before joining the Treasury Dept., Mr. Koepf was public relations director of RETMA. He also was with Storer Broadcasting Co. and Procter & Gamble.

CED Sees Possibility For Tax Relief in '54

IF THE government reduces total cash expenditures $5-6 billion in fiscal 1955, "we may be able to cut taxes for fiscal 1955 by $2.5 billion" or about the "magnitude of the cuts that are scheduled to take place on April 1, 1954," the Committee for Economic Development's Research & Policy Committee asserted in a statement for release yesterday (Sunday).

The CED is a non-profit, non-political economic research and education organization supported voluntarily by business concerns.

The organization in its annual statement on national policy proposed a series of changes in the individual income tax, the corporate profits tax and excise taxes.

Recommended is that reductions in corporate profits taxes and excise taxes scheduled for April be permitted to take place if consistent with maintaining a balanced cash budget "at high employment in fiscal 1955." The committee also said, "We do not think it would be wise to enact new or higher taxes at this time in order to permit the scheduled reductions to take place on April 1, 1954, since we believe that this offsetting revenue would be needed only for a very short period."

The CED said if it becomes clear that the elimination of selective excise taxes cannot be achieved within a four- or five-year period by a gradual method, a general sales tax levied at the retail level could then be enacted.

If the corporation profits tax cannot be reduced from 52% (current rate) to 47% (as provided in existing law) the committee urged the rate be cut to at least 50% to bar "distorting effects which taxes in excess of 50% can have on corporate investment and expenditures."

It also urged liberalization of policies which the government follows in regulating the amount of depreciation which a business can take in any given year. Also recommended were steps toward relief from "double taxation" of dividends.

FCC COMBINES RADIO, TV UNITS

James Barr will head the new Broadcast Facilities Division. Curtis Plummer continues to head Broadcast Bureau.

DEFINITIVE reorganization of the FCC Broadcast Bureau was announced by the Commission last week to combine the former Aural and Television Facilities Divisions into a single Broadcast Facilities Division headed by James E. Barr.

Mr. Barr, formerly chief of the Aural Facilities Div., was named to head the new combined division following the resignation of Cyril M. Braum, Tv Facilities chief, now consultant to the Joint Committee on Educational Television [B•T, Jan. 4; Nov. 16, 1953].

With no other changes in organizational functions or executive personnel under the new order, the Broadcast Bureau continues to be headed by Curtis B. Plummer. No successor has been named to Frederick W. Ford as chief of the Hearing Div. Arthur Scheiner continues as chief of the Rules & Standards Div. Walter R. Powell Jr. is chief of the Renewal & Transfer Div. and Clara M. Iehl is chief of the License Div.

CONGRESS OPENS; GROUNDWORK LAID

Lawmakers meet only briefly, concentrating on President's address. Initial bills touching on radio-tv are minor.

CONGRESS convened Wednesday. When the handshakes were over, legislators began to buckle down to business at hand. By Thursday, the keel for future action was laid by President Eisenhower in a State of the Union address before Congress which was carried by all radio and tv networks.

Since pending legislation this year carries over from the first session of the 83d Congress, there was a paucity of bills introduced in comparison to the January of a year ago.

Some proposed lawmaking, however, was of interest to the broadcaster. These bills and resolutions are compiled below.

There also were portents of a battle shaping up in the Senate which may proceed on party lines over the expected nomination of Robert E. Lee to serve a full term on the FCC (see story, page 54).

Tax Proposals

Tax recommendations were of general interest, particularly to the broadcaster. Not only are his operations affected but also the volume of advertising is hinged to a great extent on the taxation of business in general as well as the economic health of the nation (see editorial).

President Eisenhower touched on taxes and the nation's economy in his address.

He noted the automatic demise of excess profits taxes as well as the reduction in income taxes at the end of 1953. The President said, "We should now remove the glaring tax inequities, particularly on small taxpayers; reduce restraints on the growth of small business; and make other changes that will encourage initiative, enterprise and production."

Speaking of Administration plans, the President said: "For the business that wants to expand or modernize its plant, we propose liberalized tax treatment of depreciation, research and development expenses, and retained earnings."

He proposed also that the corporation income tax be retained at the current rate of 52% for another year and that the Renegotiation Act of 1951 be extended.

The President said the Administration would spell out in an economic report, slated to be delivered to Congress Jan. 28, a plan to assure a strong economy. Among the measures: tax adjustments to spur spending; flexible credit and public debt policies, and still others in the fields of social security, agriculture, foreign trade and public works.

He said the Administration's budget for fiscal 1955 [which will include funds for FCC] will be submitted Jan. 21.

Special message on the revision of the Taft-Hartley Labor Act will be delivered today (Monday).

Legislation introduced:

H Con Res 186. By Rep. Louis Heller (D-N. Y.). Suggests five major changes in the rules of procedure governing Congressional investigations, one of them being: tv and radio coverage would be omitted if a witness objects because his reputation is at stake. Referred to the House Rules Committee.

Already pending before the rules group is H Res 86 introduced by Rep. Emanuel Celler (D-N. Y.) which would order the House Judiciary Committee to study the rights of witnesses before committees and would permit the ban of microphones and cameras if a witness requests this prohibition.

HR 6906. By Rep. Noah M. Mason (R-Ill.). Would repeal admission tax on movie houses. A similar proposal last summer was passed by the Congress but vetoed by Mr. Eisenhower.

HR 6907. Also by Rep. Mason. Would impose a general 5% manufacturers sales tax replacing all existing excise taxes except those on whiskey and tobacco. Food, drugs and a few other specialized items would be exempt.

HR 6898. By Rep. Jacob K. Javits (R, Lib.-N. Y.). Would create a new Office of Government Investigation to probe corruption and unethical acts relating to the transaction of government business. It would be set up under the General Accounting Office under the Comptroller General. All of the Executive Branch would come under its purview, including the FCC.

The section of Rep. Heller's bill dealing with media reads as follows:

"SEC. 14. The appearance of a witness before a committee in the course of an investigation shall not be broadcast or televised without his consent, where there is reasonable ground to believe that in the course of his appearance a reference will be made, by the witness or by any member of the committee or its staff, to any matter adversely affecting the reputation of the witness."

In another action, a special House committee investigating tax-exempt foundations asked the President for authority to check income tax returns of more than 6,000 foundations. The five-man committee, under Chairman B. Carroll Reece (R-Tenn.), is looking into foundations to see whether tax-exempt funds are being misused, particularly for "un-American and subversive activities."

The Pro Shows How

PRESIDENT EISENHOWER again turned to professional advice in making his radio-tv report to the nation last Monday at 9:30 p.m., receiving technical tips from Robert Montgomery, director of the NBC-TV Monday night dramatic series. Mr. Montgomery also helped the President prepare for his brief Christmas Eve simulcast.

James C. Hagerty, news secretary to the President, said the producer-actor, described as an "old friend," advised the President on lighting and similar matters.

Last June the President called on Ben Duffy, BBDO president, and his staff to help prepare a report to the nation in which four Cabinet members participated [B•T, June 8, 1953].

The most relieved men in Washington at 9:45 p.m. last Monday were Bob Doyle, director, and Sherman Hildreth, remote engineer, who handled the smooth pool pickup of President Eisenhower's simulcast for NBC. But relief changed to remorse when Mr. Hildreth got home after the simulcast. Taking off his coat, he found the President's glasses in his pocket. Apparently he had put them there in clearing the Presidential desk just before going on the air. The Chief Executive used two teleprompters with large type and didn't need his reading glasses.

CAA Advises Study Of Tall Tv Towers

A RECOMMENDATION that the Air Coordinating Committee take up the question of marking and lighting guy wires of tv towers has been made by the CAA airspace utilization branch, it was learned last week.

A memorandum, outlining the problem—believed to have been given impetus by the Battle Creek, Mich., airplane crash which killed former Michigan Gov. Kim Sigler and three passengers [B•T, Dec. 7, 1953]—has been submitted to the Airdromes, Air Routes & Ground Aids subcommittee of the ACC by Ralph Fletcher, CAA hazards aid engineer.

The memorandum is scheduled to be taken up at the next meeting of the AARGA subcommittee, Arthur L. Catudal, secretary of the unit, said in answer to a B•T query. Mr. Catudal is an airways engineer in the office of the Chief of Airways Engineering, Civil Aeronautics Administration. Next AARGA meeting is tentatively scheduled for Jan. 26.

Before requirements for marking and lighting guy wires could affect the broadcasting industry, the FCC would have to amend Part 17 of its rules. These deal with marking and lighting towers.

In addition to the Sigler air crash, involving WBCK-TV Battle Creek, there were two other air accidents in 1953 involving broadcast towers at WHUM-TV Reading, Pa., and WPTR Albany.

Telemeter, Paramount Connection Questioned

Palm Springs theatre operator charges anti-trust laws are being violated by the recently-inaugurated pay-as-you-see tv service there.

A PALM SPRINGS, Calif., drive-in theatre operator has asked the U. S. Justice Dept. to investigate whether anti-trust laws are being violated by International Telemeter Corp. in showing theatrical motion pictures on its pay-as-you-see television service in Palm Springs before release of the films to theatres.

In a letter written by Beverly Hills attorney Herbert S. Nusbaum on behalf of Ben Bronstein, operator of the Sun-Air Drive-In Theatre, the Justice Dept. also has been asked to require ITC to bid for future films in regular competition.

Mr. Nusbaum, said Mr. Bronstein, has been informed by Paramount Pictures, which owns 51% interest in ITC, that he must permit Telemeter to show theatrical releases either before or at the same time as his theatre shows them.

"Paramount," Mr. Nusbaum said, "is in the position of making the pictures, distributing the pictures and is also acting as exhibitor in the guise of Telemeter—the very thing that the government fought for over 10 years to prevent in the distribution of motion pictures."

Expressing belief a conspiracy is afoot between Paramount and Earl Strebe's theatres, the letter asks that Telemeter be required to bid in the open market for the pictures. It also asks that Mr. Strebe and Paramount divest themselves of Telemeter stock.

Mr. Strebe operates Palm Springs' remaining three theatres and allegedly is a stockholder in Palm Springs Community Television Corp., an ITC subsidiary.

Transfer Bids Filed For KFDA-AM-TV, KTOK

APPLICATIONS were filed with FCC last week for sale of 75% interest in KFDA-AM-TV Amarillo, Tex., to Texas State Network and assignment of license of KTOK Oklahoma City to a new corporation under the same ownership, the present principals in KFDA [CLOSED CIRCUIT, Jan. 4].

Broadcaster Wendell Mayes, oilman C. C. Woodson and TSN President Gene Cagle each sell their 25% holding in Amarillo Broadcasting Corp., licensee of KFDA and permittee of vhf ch. 10 KFDA-TV, to TSN for a combined total consideration of nearly $525,000. The purchase price is less some $500,000 in obligations bearing their endorsements, assumed by TSN. KFDA-TV went on the air last April.

Mr. Cagle is 34% owner of TSN. Mr. Mayes is chief owner of KBWD Brownwood and KNOW Austin, Tex. Messrs. Mayes and Woodson are not interested in TSN, which owns KFJZ Ft. Worth, WACO Waco and KRIO McAllen, all Texas. Remaining 25% of Amarillo Broadcasting is retained by Charles B. Jordan, TSN vice president.

Amarillo Broadcasting, owner of KTOK Inc., licensee of KTOK, is capitalized at $1,000. KTCK would be assigned to Oklahoma City Broadcasting Co., a newly-formed corporation composed of the present four principals in Amarillo Broadcasting. Oklahoma City Broadcasting assumes $222,300 of Amarillo Broadcasting's obligations, representing the balance of obligations in the original purchase of KTOK from O. L. (Ted) Taylor in mid-1952.

KXLY-AM-TV Sale Wins FCC Approval

SALE of KXLY-AM-TV Spokane, Wash., by the Ed Craney-Bing Crosby organization to Northern Pacific Radio Corp. and Northern Pacific Television Corp. [B•T, Dec. 7] was approved by the FCC last week.

Total consideration involved is $2,023,000, of which $1,723,000 is capital stock, $150,000 unpaid obligations and $150,000 material ordered.

Northern Pacific Radio and Northern Pacific Television are wholly owned by Messrs. Joseph Harris, Norman Eisenstein and Richard E. Jones.

Messrs. Harris and Eisenstein each own a 45% interest of the purchasing group. Mr. Harris operates Harris Assoc., large insurance brokerage firm, and was former head of Motion Pictures for Television Inc., in which he has retained a financial interest. Mr. Eisenstein is a real estate investor and has interests in a chemical plant and dress manufacturing house.

Mr. Jones is an ex-Storer Broadcasting Co. vice president and recently director of DuMont o&o stations.

KXLY operates on 920 kc with 5 kw. KXLY-TV is on vhf ch. 4. Stations are CBS affiliates with KXLY-TV also carrying DuMont.

FCC Sets Five for Hearing

FIVE more comparative television hearings were scheduled by FCC last week. They are:

Jacksonville, Fla. (vhf ch. 12)—City of Jacksonville (WJAX), Florida-Georgia Television Co. and Jacksonville Broadcasting Co. (WPDQ). FCC denied petitions by WJAX and WPDQ to dismiss Florida-Georgia.

Muskogee, Okla (vhf ch. 8)—Tulsa Broadcasting Co. (KTUL Tulsa), Oklahoma Press Pub. Co. (KBIX) and Ashley L. Robison.

Tulsa, Okla. (vhf ch. 2)—Central Plains Enterprises Inc. (50% each by KVOO and KRMG); Fryer Television Co. and The Oil Capitol Corp.

Tulsa, Okla. (uhf ch. 17)—Tulsa Television Co. and Arthur R. Olson.

Biloxi, Miss. (vhf ch. 13)—Radio Assoc. Inc. (WVMI) and WLOX Broadcasting Co. (WLOX).

KSTM-TV Takes Ch. 11 Fight to D. C. Court

KSTM-TV St. Louis asked the U. S. Court of Appeals in Washington last week to issue a temporary restraining order forbidding the commencement of FCC hearings on vhf ch. 11 in St. Louis pending a court decision on its appeal from the FCC's refusal to accept its application for that vhf channel [B•T, Jan. 4].

The St. Louis grantee, operating on uhf ch. 36, told the court at oral argument last Thursday that the Commission should be forbidden to hold the hearing until the court decided whether KSTM-TV should be among the applicants. The hearing is scheduled to begin Jan. 14.

KSTM-TV filed two applications for vhf ch. 11 in recent months. The first returned by the Commission, was for St. Louis. The second, also returned, was for East St. Louis. The Commission held that an existing grantee cannot file a new application for the same city. KSTM-TV in both applications offered to surrender its ch. 36 permit if successful in obtaining a grant on ch. 11.

Durham, Stockton Grants Move Closer to Approval

PROSPECTIVE grants for vhf ch. 11 at Durham, N. C., and vhf ch. 13 at Stockton, Calif., drew a step closer last week as the FCC approved dismissal of competitive applications in those cities in two merger proposals [B•T, Jan. 4].

WDNC Durham was allowed to withdraw its ch. 11 application and the surviving bid of WTIK there was retained in hearing status for action by the hearing examiner. WDNC acquires 25% option in the tv venture. After merger, WTIK would be sold.

At Stockton, the ch. 13 application of Radio Diablo Inc. was retained in hearing status for action by the examiner after dismissal of the competitive application of KXOB. Principals in latter station take option to acquire up to 10% holding in the potential tv outlet.

In other hearing actions, FCC approved withdrawal of Lorain Journal Co.'s bid for uhf ch. 31 at Lorain, Ohio, leaving uncontested in hearing status the bid of WEOL Elyria, Ohio. No merger is involved.

WGH Newport News, Va., was granted dismissal of its application for vhf ch. 10, leaving in contest the bids of Beachview Broadcasting Corp., Norfolk, and WAVY Portsmouth, Va. WAVY paid WGH $5,000 to reimburse expenses, FCC was advised. The ch. 10 hearing was to begin Friday before Examiner Charles J. Frederick.

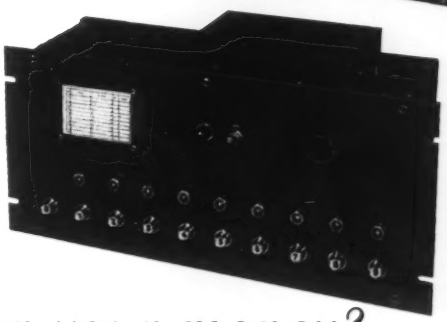
Commission Grants Tvs At Erie, Corpus Christi

INITIAL decisions to grant new tv stations on uhf ch. 66 at Erie, Pa., and uhf ch. 22 at Corpus Christi, Tex. [B•T, Dec. 14, 1953], were made final in separate orders issued by the FCC last week. Both grants were made possible by changes in the status of competing applications.

At Erie, uhf ch. 66 goes to Commodore Perry Broadcasting Service Inc., operator of WLEU there. The decision was enabled by the withdrawal of Erie Television Corp.

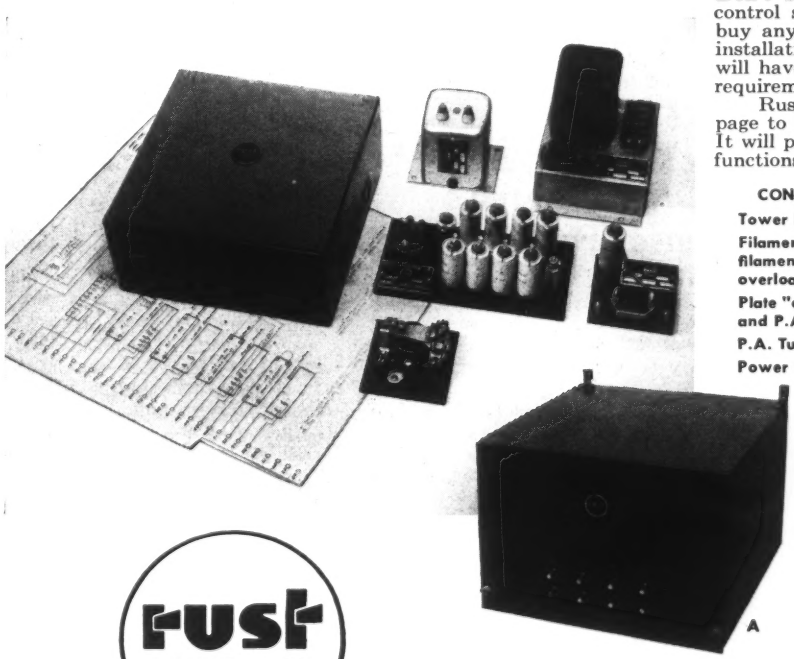
At Corpus Christi, uhf ch. 22 went to Coastal Bend Television Co. after competitor H. L. Hunt amended his application to specify uhf ch. 43, approved a fortnight ago.

THIS IS WHAT RUST MEANS BY A COMPLETE REMOTE CONTROL SYSTEM



Illustrated on this page are what *we* consider to be the basic elements of a remote control system for the RCA 250 K or L transmitter. For other transmitters, different groups of elements will apply. Note that Rust not only supplies standard transmitter, control and pre-amplifier units (right) but also units for each of the functions in the table below. These units are especially designed for *your* transmitter. Each Rust system includes a complete interconnection diagram tailored to *your equipment* and *your requirements*. When you buy *Rust* you have everything you need . . . nothing else to buy; no units to fabricate.

What will you get for your money?



Don't be fooled by talk of "low price" remote control systems. Check and compare before you buy any system. Find out how much a *complete* installation will cost . . . what additional parts you will have to buy or make. Does it fulfill all your requirements?

Rust considers the system illustrated on this page to be the *minimum* to do a satisfactory job. It will provide the following control and metering functions:

CONTROL	METERING
Tower Lights	Lighting Current
Filament "on-off." Reset filament, line and modulator overload breakers.	Filament Line Volts
Plate "on-off." Reset plate and P.A. overload breakers.	Plate Voltage
P.A. Tuning	Plate Current
Power Output	Antenna Current

. . . and provides for addition of other control and metering functions when and if desired.

Of special interest is the especially designed RCA Actuator (A) which "hooks up" directly with the RCA 250 K or L front panel controls. Like other Rust Systems, it provides for resetting of manual overload breakers (so that you need not send a man to the transmitter location in the event of overload).

Let *Rust* quote you on a *complete* remote control system designed for *your* transmitter. You'll find an unbeatable value. Write, wire or phone.

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Rust INDUSTRIAL CO.

the rust industrial company, inc.

608 WILLOW STREET MANCHESTER, N. H.

No Comments Filed Yet On Functional Fm Plan

NO COMMENT has been filed with FCC to date respecting its proposal to legalize fm functional music operations, the Commission announced last week (see text, page 102).

However, in nonbroadcast circles it appeared that the proposal may be construed as the passing of the last frontier of "unused" spectrum into which the crowded and bulging mobile radio services might expand. In early December, manufacturers petitioned for exclusive fm channels from the citizens radio band, suggesting the latter might recoup frequencies from the fm broadcast band [B•T, Dec. 14, 1953].

FCC's last major action of 1953, the notice of proposed rule-making looks toward amendment of the Commission's rules so as to authorize the fm "beep" operation. It is a further effort to put the fm broadcast service on a sound financial basis.

The fm broadcast band extends from 88-108 mc, with 88-92 mc held for educational stations. The full band, according to unofficial FCC estimate, could accommodate some 3,000 fm stations. At present there are 100-plus educational outlets and some 575 commercial fm stations assigned.

In the notice, the Commission proposes to allow fm broadcast stations to provide secondary functional fm services such as storecasting, transitcasting, background music and similar "beep" operations in addition to their regular broadcast programming. The secondary services would be allowed on both a simplex and multiplex basis but the station first would have to obtain a "special subsidiary communications authorization."

With Feb. 15 set as deadline for comments, the proposal requests "appropriate full information" on existing or proposed functional music and multiplexing methods or systems; technical and non-technical data on such operations, including public demand, and potential degradation to regular programming or adjacent channel operation caused by multiplexing. Simplex operation would be allowed when the fm station's normal program is off the air; multiplexing at any time.

The notice provided that the subsidiary program must be of an entertainment or news nature and could not be leased for taxicab dispatching or like service.

Offering his personal views on the functional fm proposal, Jeremiah Courtney, Washington attorney specializing in nonbroadcast and mobile radio services, told B•T the fm band between 88-108 mc "unquestionably represents the last broad frontier for mobile radio expansion, in view of the great stretches of spectrum space previous Commissions have assigned to broadcast use."

Mr. Courtney said the proposal "would largely doom this last avenue of escape from the present frequency congestion and interference which the various mobile radio services are experiencing."

He asked, "For what public purpose? To allow an ever-dwindling number of fm licensees to salvage their bad investment by providing what is admittedly a non-broadcast service: Background music to restaurants and 'barbershops'—and I quote from the Commission's proposal—stores and buses; and, of course, the human captives temporarily restrained therein.

"Fm broadcast service has failed in the crucible of the market place. Without this last transfusion, the mobile radio services would be in due course presented with the spectrum space they so badly need for expansion and to overcome the increasingly serious effects of the 'skip' interference that is being experienced in the 25-50 mc band."

Mr. Courtney said, "It is not too much to say that every mobile radio service will suffer, now or in the future, if this proposal for tailored barbershop music and the like via radio should be finalized."

First in Line

WGHF (FM) New York last week announced it has applied for and received permission from FCC to multiplex on an experimental basis from Jan. 8-March 8, using equipment of the type developed by Murray Crosby and William Halstead. WGHF said it was the first to request multiplex operation since the Commission announced its proposed rule-making proceeding to legalize functional music operation by fm stations (story this page).

FTC Dismisses Complaint Against Upholstery Firm

DISMISSAL of a Federal Trade Commission complaint charging Custom Upholstering & Carpet Co., Baltimore, with published and broadcast misrepresentation in advertising reupholstering services was ordered Dec. 29 in an initial decision by FTC Hearing Examiner J. Earl Cox. FTC had charged false and misleading advertising in certain offers by the company. Examiner Cox said evidence indicates the firm operated "strictly in accordance" with terms of the offers.

Officers of Cardner Supply Co., Norwalk, Calif., disbanded since an FTC complaint was issued charging the firm with misrepresenting its scalp preparation in broadcast advertising, were ordered not to resume the disputed practices in an initial decision Jan. 2 by FTC Hearing Examiner Earl J. Kolb.

FTC Orders Antell To Cease 'False' Ads

THE Federal Trade Commission last week ordered cessation of false and misleading advertising which it charges has been used by Charles Antell Inc., Baltimore, and its advertising agency, TAA Inc., Baltimore and New York.

The order, issued last Tuesday, affirms an initial decision issued last November [B•T, Nov. 23, 1953] by FTC Hearing Examiner John Lewis which ordered the Antell firm and its agency to cease the contested claims made for Charles Antell Formula No. 9 (a scalp preparation), Charles Antell Shampoo and Hexachlorophene Soap.

Antell, an extensive radio and tv "pitch" advertiser [B•T, Jan. 19, 1953] against which FTC charges were brought last June [B•T, June 22, 1953], was ordered to cease claims that Formula No. 9 will prevent baldness. The FTC order restricts claims for Formula No. 9 regarding its lanolin content, bans claims Charles Antell Shampoo's hormone content has any cleansing action on the hair, prohibits claims of Hexachlorophene Soap's effectiveness and forbids claims that regular prices are "reduced prices."

WCAN-TV ASKS COURT TO BAR CH. 6 BIDS

THE CONTROVERSIAL vhf ch. 6 allocation to Whitefish Bay, Wis. [B•T, Dec. 7, 1953], was challenged last week by WCAN-TV Milwaukee in the U. S. Court of Appeals in Washington.

The uhf ch. 36 WCAN-TV asked the court to order the FCC to revoke its allocation order and to hold a hearing on whether the additional vhf frequency should be assigned to the Milwaukee area. Whitefish Bay is a suburb of Milwaukee.

WCAN-TV also asked that the court issue an injunction to stop the Commission's order from becoming effective Jan. 10.

Also last week, a third application was filed for the Whitefish Bay wavelength. It was filed Friday by Independent Television Inc., headed by Jack Kahn, vice president of Holeproof Hosiery Co., and including former Democratic Senator Blair Moody of Michigan.

Gist of the WCAN-TV complaint was that the Commission made its ch. 6 allocation to Whitefish Bay final without giving WCAN-TV, or others who filed comments, a chance to be heard.

It also claimed that the assignment of ch. 6 to the Milwaukee area upsets the balance between vhf and uhf in that city, expressed fear that it would lose its CBS-TV affiliation and a major portion of its revenues, and alleged that the assignment was a subterfuge on the part of the Commission to get around the 170-mile separation rule.

In an affidavit filed with the request for an injunction, Lou Poller, president of Midwest Broadcasting Co., stated that WCAN-TV had suffered $32,000 worth of damages from cancellation of contracts by advertisers who expected a vhf station to start within 60 days. He also said that an additional $27,500 was lost from advertisers who refused to renew contracts on the same belief. He accused Hearst-owned WISN salesmen of telling advertisers that their station would receive the vhf grant and could begin operating in two months.

Hearst Corp., which recommended the Whitefish Bay assignment after failing to persuade the FCC to put ch. 6 into Milwaukee proper, is one of the pending applicants. In addition to Independent, WMIL also is a contestant for the vhf frequency. WMIL was the grantee of uhf ch. 31, but surrendered its permit when it filed its application for ch. 6.

WCAN-TV also charged that the Commission erred in finding that the Whitefish Bay assignment met the 170-mile separation rule. It averred that the Commission should have measured the distances to the nearest co-channel from Milwaukee's main post office, according to rules, rather than from the center of Whitefish Bay. It also declared that the *Milwaukee Sentinel*-WISN application gives a Milwaukee address for its main studio.

Mr. Poller said that $700,000 had been spent in building the uhf ch. 36 station, and that Milwaukee set-owners had spent $30 million in buying 200,000 uhf-vhf receivers or converters in order to receive uhf signals. Milwaukee area has a total of more than 600,000 tv receivers at present, according to the latest report from WTMJ-TV.

Request for an injunction was based on the fear that the two pending applicants, pre-Friday, might merge and thus get a grant this week before the court ruled on the merits of its appeal, WCAN-TV said.

WCAN-TV's appeal was filed by Benedict P. Cottone, former FCC general counsel, now with Lucas & Thomas, and Philip M. Baker.

CONSOLIDATION ALLOWS 2D HOUSTON VHF

Examiner can act quickly on consolidated bid for ch. 13 by four former competing applicants. It slices this way: KTRH 32%, Houston Area Tv 32%, Houston Tv Co. 20% and Mayor Roy Hofheinz 16%.

HOUSTON is slated to get its second commercial vhf station (ch. 13) under a consolidation agreement completed last week by the four competing applicants for the channel.

The agreement will be filed promptly with FCC Examiner James D. Cunningham. The Houston ch. 13 hearing began Dec. 11 and was due to resume Jan. 18. Under the Commission's expediting procedure, the examiner can approve the remaining applicant quickly after a hearing has commenced.

The agreement calls for all but Houston Tv Co. Inc. to withdraw. When the grant is made, it will be assigned to the new Houston Consolidated Tv Co.

Houston Consolidated Tv Co. stock will be held in these proportions: KTRH Broadcasting Co., 32%; Houston Area Television Co.'s 17 stockholders, 32%; Houston Television Co. Inc.'s 15 stockholders, 20%, and Houston Mayor Roy Hofheinz, individually, 16%.

The pact provides that if the FCC requires it, Mayor Hofheinz will dispose of his 25% interest in KTHT Houston. Mr. Hofheinz was identified with the Tv Broadcasting Co. of Houston, which is one of the four applicants dismissing its application.

In excess of $1 million will be invested in the new property, it was understood. While basic management and operation will be in the KTRH company (*Houston Chronicle*-Jesse Jones interests), executive personnel will be selected from among all four applicants, it was understood.

There will be nine directors of the consolidated corporation, and a total of 34 stockholders.

Among the principals in the new company are John T. Jones Jr., KTRH; Lloyd Gregory, advertising; Wright Morrow, attorney; Dudley Sharp, oil and industrial equipment; and Mayor Hofheinz.

The Jones-KTRH interest will build new studio and transmitter buildings and the tower, it was reported, and lease them to Consolidated. Every effort will be made to begin operation at the earliest possible date, it was said.

Houston's first commercial station was KPRC-TV (ch. 2), which began operation Jan. 1, 1949. Station is owned by the *Houston Post*. KNUZ-TV began operating commercially on ch. 39 early in October 1953. KGUL (TV) Galveston began operating on ch. 11 March 22, 1953. Houston educational KUHT (TV) on reserved ch. 8 began operating May 25, 1953. Still building are KXYZ-TV on ch. 29 and KTVP (TV) on ch. 23, both assigned in Houston.

Both KPRC-TV and KGUL-TV are affiliated with all four networks. KTRH is the basic CBS affiliate in Houston.

Mpls.' First Color

THE *Minneapolis Star* on Jan. 2 ran a five-column, front-page color photo of a scene from the New Year's Day Pasadena Tournament of Roses as received over a 12½-inch monitoring screen in the studios of KSTP-TV Minneapolis-St. Paul from the NBC-TV colorcast of the event. The photo was made by *Star* photographers Wayne Bell and James Godbold, using a Speed Graphic camera with Type B Ektachrome film, an exposure of one-half second with the lens wide open at F/2.5. "About as involved as the color broadcast itself was the reproduction of this picture in today's *Star*," says the newspaper, describing the all-night engraving and stereotyping processes which took place before the photo was published on the afternoon following the event. About a thousand persons in the Twin Cities witnessed the KSTP-TV transmission in color, the newspaper adds.

WEWS (TV) Reports Response By Viewers to New Power

WEWS (TV) Cleveland, which has increased power to its maximum authorized 100 kw visual, reported last week its first week of operation on the new power brought letters from viewers in northern Ohio, western Pennsylvania, West Virginia, Michigan, western New York and Ontario, Canada.

The station says it has begun a "maximum-power" promotion campaign which includes on-the-air saturation, circulation of a two-reel motion picture and tune-in ads in 40 Ohio and Pennsylvania daily newspapers, with the campaign being handled by McCann-Erickson's Cleveland office.

WCFL

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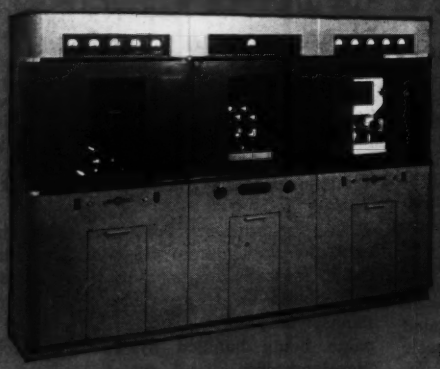
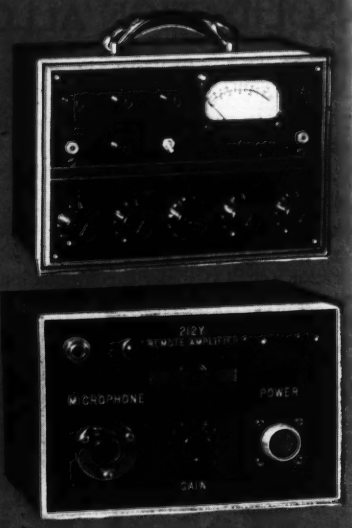


Collins 21E/M Broadcast Transmitters — The new Collins 5 kilowatt 21E and 10 kilowatt 21M AM broadcast transmitters give you superior performance from 550 kilocycles to 18 megacycles. Modern components and circuitry provide lower initial cost, minimum maintenance, minimum operating costs and maximum dependability.

Collins 122 light weight, four-channel remote amplifier is ready to go anywhere at any time. It operates from the ac lines and features automatic instantaneous change-over to self-contained batteries when AC power fails.

Collins 212Y remote amplifier combines small size and light-weight with high fidelity. Its simple construction, installation, and operation make it ideal for non-technical personnel. Low cost of the 212Y suggests its permanent installation at points where pickups are made regularly. For example, it can be inconspicuously installed in a church or auditorium and turned on and off by the speaker at beginning and end of program.

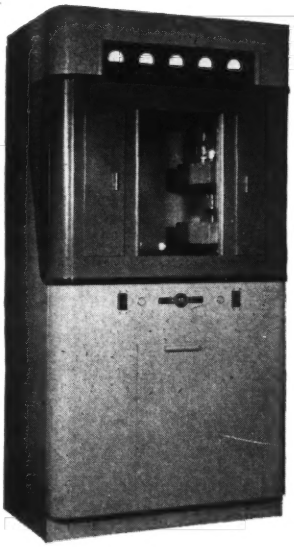
Collins 212U remote amplifier. Easy to operate. Quickly set up. Reliable. It combines a 212Y described above with a 60H mixer to provide a convenient two-channel remote set-up.



you name it...

Collins 212A speech input console. With facilities for auditioning or rehearsing, cueing and broadcasting simultaneously from any combination of two studios, an announce booth, a control room microphone, two turn-tables, and any two of nine remote lines. Two program amplifiers are included, making it possible to feed two independent programs at once. Or by operating the line reversal switch it provides an emergency amplifier for normal use. A novel rotating arrangement allows the console to be lifted forward and upward for access to the underside of the chassis without requiring additional space or interrupting operation. The 212A can be placed against a wall without sacrificing accessibility. Carefully engineered, expertly constructed throughout.

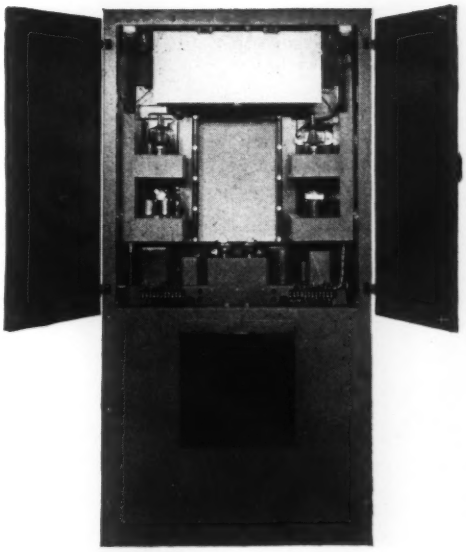
Collins 212B speech input console. Has the same outstanding features of construction and operation as the 212A. The only difference — smaller size, with fewer amplifiers and functional facilities. Unit amplifiers are individually mounted on airplane type shock mounts. The high fidelity 212B fills the needs of the smaller station, and is ideal for single studio control in larger stations. Facilities are provided for one program channel and an additional channel which functions with the self-contained monitor amplifier. The single program channel exactly duplicates one of the two channels in the 212A. Seven independent input channels are provided, including pre-amplified channels for four microphones and two transcription reproducers, and a high level input for any one of nine remote lines. High level transcription inputs can be supplied.



(Left) **Collins 300J** 250/100 watt AM broadcast transmitter.

(Right) **Collins 20V** 1000/500 watt AM broadcast transmitter — rear, open view.

Like all of Collins modern transmitters, the 250 watt 300J and the 1000 watt 20V feature simplified trouble-free circuitry, and the latest high-gain tetrode tubes. The advanced engineering features of Collins transmitters spell economy and many years of continuous trouble-free operation.



Collins has it...

Everything for the modern broadcasting station from console to antenna tip

And when it's Collins, you know it's the best . . . in *engineering, performance,* and *styling.* This is no idle boast. Take engineering for example. In Collins transmitters, great simplification has been achieved in the circuits associated with the modulator and power amplifier stages through the use of high gain, long lived tetrodes. The result: these efficient tubes also permit the use of low drain, low cost tubes in the driver stages. Troublesome crystal ovens are eliminated entirely with frequency control through new super stability crystals.

You get the benefits of advanced engineering in all Collins broadcast equipment — transmitters, in powers of 250 watts to 10 kilowatts, speech input consoles, remote amplifiers, rack mounted speech equipment, test and control equipment, custom designed audio equipment, transducers, and accessories for every need.

Get a Collins estimate before you buy. Get the best in modern broadcasting equipment. Contact your nearest Collins office, today.

MODERN BROADCASTING EQUIPMENT BY

COLLINS RADIO COMPANY

Cedar Rapids, Iowa

11 W. 42nd St.
NEW YORK 36

1930 Hi-Line Drive
DALLAS 2

2700 W. Olive Ave.
BURBANK

Dogwood Road, Fountain City
KNOXVILLE

Color Tv Showings Attract Wide Play

STATIONS, networks and manufacturers started 1954 by giving a number of color tv demonstrations. Among the many:

Week-long demonstration of color tv on a 14-in. picture receiver was held by WMAR-TV Baltimore last week. The receiver was set up in the main lobby of the Sunpapers' Bldg. and the public was invited to view color stills from 9:30 to 9:45 a.m. each day during the week.

Meanwhile, reports continued to be received on station activities during the NBC-TV telecast of the Pasadena Tournament of Roses parade.

WOW-TV Omaha had an audience of 300 prominent local and regional guests viewing four RCA Victor colorsets in the main ballroom of the Hotel Paxton. Midwest's reaction to color tv was summed up by Omaha Mayor Glenn Cunningham, who said that it was the "most amazing thing I've ever witnessed."

Among the guests were Meredith Publishing Co. executives E. T. Meredith Jr., Payson Hall and Howard Stalnaker. The latter two are director and assistant director of radio and tv for the magazine publishing company. Meredith owns WOW-AM-TV Omaha, WHEN (TV) Syracuse, KMBC-AM-FM-TV Kansas City and KPHO-AM-TV Phoenix.

WPTZ (TV) Philadelphia had more than 200 guests in its Studio "A" viewing the Pasadena colorcasts on three Westinghouse colorsets. Among other stations carrying the Rose Parade from California, not listed previously [B•T, Jan. 4], was WOOD-TV Grand Rapids.

WSAZ-TV Color Plans

WSAZ-TV Huntington, W. Va., reported that color equipment had been shipped from RCA and that the station would begin carrying network color programs in March. This was due, station manager Lawrence H. Rogers said, to the fact that AT&T does not plan to adapt its tv circuits for color from Columbus or Dayton, Ohio, until then.

Several demonstrations were held in Chicago for agency executives, network staff members and the press. Comments by radio-tv newspaper and trade critics and other observers were favorable for the most part.

NBC held a small informal showing at the Merchandise Mart, using two color receivers. Monochrome receivers were used for contrast in the office of Harry C. Kopf, vice president in charge of NBC Central Division.

Zenith Radio Corp. set up two color and two black-and-white sets in the Drake Hotel for its reception, with equally favorable reception reported. RCA Dist. Co. showed a colorcast of the Tournament of Roses parade on sets in the Knickerbocker Hotel. General Electric Co. cooperated with the Oak Park (Ill.) Federal Savings & Loan Assn. for a similar showing in that Chicago suburb.

Edwards to WMAL-TV Sales

NEAL J. EDWARDS, sales manager of WTTG (TV) Washington, has been named sales manager of WMAL-TV that city effective this Saturday, according to K. H. Berkeley, vice president-general manager of the Evening Star Broadcasting Co., WMAL-AM-FM-TV licensee. Mr. Edwards, who has been WTTG sales manager since 1952, replaces Harvey Glascock, who has resigned, Mr. Berkeley said.

WELCOME is extended to Omaha Mayor Glenn Cunningham (l) by Lyle DeMoss, assistant general manager, WOW-TV that city, on the former's visit to studios to view with 400 others WOW-TV's demonstration of NBC-TV's colorcast of the Pasadena Tournament of Roses on New Year's Day.

Porterfield Appointed WNET (TV) V.P., Gen. Mgr.

JOHN REED PORTERFIELD, former manager of WSEE-TV Fall River, Mass., last week was named vice president and general manager of WNET (TV) Providence, R. I., ch. 16 outlet which is slated to commence test pattern operations about March 1 and commercial broadcasting shortly thereafter.

Mr. Porterfield

WNET will be affiliated with the ABC and DuMont networks and will begin its operations with an RCA 1 kw transmitter. It is owned by Channel 16 of Rhode Island Inc. and is represented nationally by the Paul H. Raymer Co., and, in Boston, by the Bertha Bannan organization.

WOHO Names Wester As Sales Manager

WILLIAM C. WESTER, former Michigan representative for Frederic W. Ziv Co., has been appointed sales manager of WOHO Toledo, that city's newest fulltime am station, which expects to go on the air early this year with 1 kw on 1470 kc, the station's management said last week.

Mr. Wester

Mr. Wester entered the broadcasting industry in 1933 as a time salesman for WTAQ Green Bay, Wis., becoming sales manager in 1934. He became sales manager of WKBZ Muskegon, Mich., in 1939 and in 1945 was named president and manager of WMUS Muskegon. He joined Ziv in 1948.

WAYS-TV IS WEEK'S SOLE VIDEO STARTER

CHARLOTTE, N. C., received its second station but first uhf outlet as WAYS-TV (ch. 36) started commercial operation last week. It will be affiliated with ABC-TV and represented by The Bolling Co.

The WAYS-TV debut runs the operating station total to 357, with the possibility of about 15 more getting started before January is over.

Test patterns of WMGT (TV) Adams-Pittsfield, Mass. (ch. 74), are scheduled to begin in two weeks, with commercial programming following shortly, Leon Podolsky, president, announced. The station has been delayed by delivery of its antenna.

WKNY-TV Kingston, N. Y. (ch. 66), reported that a 50-ft. section of its planned 600-ft. tower was erected last week. Construction of the transmitter building is well underway, with equipment expected to be moved into the new building this month.

WRTV (TV) Asbury Park, N. J. (ch. 58), which has been on test patterns for almost a month, probably will start regular programming this month as soon as technical problems and "gimmicks" are ironed out, it reported.

Commercial tv will come to Puerto Rico in February. Two stations, WKAQ-TV (ch. 2) and WAPA-TV (ch. 4), both in San Juan, are slated to begin programming then. David H. Polinger, WKAQ-TV commercial manager, said test patterns definitely will begin this month with regular programming to start shortly thereafter. The station will have an effective radiated power of 100 kw. It is represented by Inter-American Publications Inc.

KDAL-TV March Tests

KDAL-TV Duluth, Minn. (ch. 3), which received its grant last month, expects to start test patterns in March, according to Dalton LeMasurier, president and general manager.

Second station for Ashville, N. C., WLOS-TV (ch. 13), plans to use the top of Mt. Pisgah for its 300-ft. antenna tower, Charles B. Britt, executive vice president, announced, giving the tower a height of 6,089 feet above sea level. Predicted station coverage will encompass 71 counties in five states, he estimated.

KOMU-TV Columbia, Mo. (ch. 8), which started commercial operation last month, held an inaugural program Jan. 3, according to Dr. Ed Lambert, director. The station programs from 4:15 to 10:30 or 11 p.m. daily, 1 to 11 p.m. Sunday, and now has 57 network shows with local programs increasing in number.

Christmas starter KHOL-TV Kearney, Neb. (ch. 13), expects to be interconnected by Feb. 4, Duane L. Watts, station manager, reports.

WLBT (TV) Jackson, Miss. (ch. 3), made its Dec. 28 target date, Wiley P. Harris, general manager, reported. It now is on interim operation until extra tower sections and full-sized antenna are delivered this month.

WWTV (TV) Cadillac, Mich. (ch. 13), televised the Rose Bowl football game as a public service two days before it started regular operation, the station said. Signal pick-up was made from WTMJ-TV Milwaukee.

Stations due on the air in the next 30 days are:

ALABAMA

WMLS-TV Decatur, uhf ch. 23, Feb. 1.

CALIFORNIA

KQED (TV) Berkeley-San Francisco, vhf ch. *9, January '54.

KBID (TV) Fresno, uhf ch. 53, represented by Meeker Tv Inc., January '54.

KSAN-TV San Francisco, uhf ch. 32, represented by Joseph H. McGillvra Inc., Feb. 1.

FLORIDA

WINK (TV) Fort Myers, vhf ch. 11, represented

by Weed Tv Inc., Feb. 1.
WEAR-TV Pensacola, vhf ch. 3 (ABC), represented by George P. Hollingbery Co., January '54.

GEORGIA

WRDW-TV Augusta, vhf ch. 12 (CBS), represented by Headley-Reed Tv Inc., Feb. 1.
WTOC-TV Savannah, vhf ch. 11 (CBS), represented by The Katz Agency, Feb. 1.

KENTUCKY

WLOU-TV Louisville, uhf ch. 41, January '54.

LOUISIANA

WNCO-TV New Orleans, uhf ch. 32, January '54.

MAINE

WGAN-TV Portland, vhf ch. 13, represented by Avery-Knodel Inc., Feb. 1.

MASSACHUSETTS

WMGT (TV) Adams-Pittsfield, uhf ch. 74, represented by Walker Representation Co., Jan. 15.

MICHIGAN

WNEM-TV Bay City-Saginaw, vhf ch. 5, represented by Headley-Reed Tv Inc., Jan. 24.
WKAR-TV East Lansing, uhf ch. *60, Jan. 17.

NEW HAMPSHIRE

WMUR-TV Manchester, vhf ch. 9, represented by Weed Tv Inc., Feb. 15.

NEW JERSEY

WRTV (TV) Asbury Park, uhf ch. 58, January '54 (granted STA Dec. 10).

NEW YORK

WKNY-TV Kingston, uhf ch. 66 (NBC, CBS, DuMont), represented by Meeker Tv Inc., February '54.
WEOK-TV Poughkeepsie, uhf ch. 21, January '54.
WTRI (TV) Schenectady, uhf ch. 35, represented by Headley-Reed Tv Inc., Feb. 1.

NORTH CAROLINA

WAYS-TV Charlotte, uhf ch. 36 (ABC), represented by The Bolling Co., Jan. 5.

OKLAHOMA

KCEB (TV) Tulsa, uhf ch. 23, represented by The Bolling Co., Jan. 15.

OREGON

KPIC (TV) Salem, uhf ch. 24, January '54 (granted STA Aug. 4).

PENNSYLVANIA

WARM-TV Scranton, uhf ch. 16, represented by George P. Hollingbery Co., January '54.

RHODE ISLAND

WNET (TV) Providence, uhf ch. 16, represented by Paul H. Raymer Co., Feb. 15.

SOUTH CAROLINA

WACA-TV Camden, uhf ch. 15, January '54.
WSCV (TV) Spartanburg, uhf ch. 17, January '54.

TENNESSEE

WLAC-TV Old Hickory (Nashville), vhf ch. 5, January '54.

TEXAS

KRGV-TV Weslaco, vhf ch. 5 (NBC), represented by Paul H. Raymer, Feb. 1.

UTAH

KUTV (TV) Salt Lake City, vhf ch 2 (ABC), represented by George P. Hollingbery Co., Feb. 15.

VIRGINIA

WBTM-TV Danville, uhf ch. 24, represented by George P. Hollingbery Co., Jan. 15.

WASHINGTON

KVAN-TV Vancouver (Wash.)-Portland (Ore.), uhf ch. 21, Jan. 15.

WEST VIRGINIA

WJPB-TV Fairmont, uhf ch. 35, represented by Gill-Perna Inc., January '54.

WISCONSIN

WNAM-TV Neenah, uhf ch. 42, represented by George W. Clark Inc., Jan. 26.

WYOMING

KFBC-TV Cheyenne, vhf ch. 5 (CBS), represented by George P. Hollingbery Co., Jan. 15 (granted STA Dec. 3).

HAWAII

KULA-TV Honolulu, vhf ch. 4, January '54.

WHBQ-AM-TV Not Sold

DESPITE several offers of purchase, WHBQ-AM-TV Memphis has not been sold but would be "if a good offer comes along," Dr. George S. Benson, president of Harding College, stations' operator, was quoted in the Jan. 6 *Memphis Commercial Appeal*. Price? $2.5 million would be "fair," the newspaper quoted the college official. WHBQ-TV is operating on vhf ch. 13.

"Even more in '54"

Yes, WFDF is FIRST in Flint, Michigan . . . the largest General Motors plant city in the world. FIRST in this BIG (287,000 people) market . . . FIRST in this ACTIVE ($325,184,000. retail sales last year) market FIRST in this RICH (effective family income 40% higher than national average) market. And both Flint and WFDF are still growing . . . which means "Even More in '54" for the smart time-buyers who insist on WFDF—FIRST in "FABULOUS FLINT".

Above figures from Sales Management Survey of Buying Power, 1953.

FLINT, MICHIGAN

WFDF — NBC AFFILIATE

"Our 32nd Year in Flint"

Represented by the KATZ AGENCY

Associated with: WOOD and WOOD-TV Grand Rapids
WFBM and WFBM-TV Indianapolis — WEOA Evansville

KACY (TV) to Host New York Timebuyers

TIMEBUYING executives from nine top New York advertising agencies will be guests Jan. 14 of KACY (TV) Festus, Mo. They will view the Festus and St. Louis market served by the uhf ch. 14 station and will inspect the station, its programming and equipment.

Among the timebuyers slated for the St. Louis inspection tour are Jane Shannon, J. Walter Thompson Co.; Chuck Weils, N. W. Ayer & Son; Ted Kelly, McCann-Erickson; Frank Coulter, Young & Rubicam, all New York, and Merle Myers of Russel Seeds, Chicago. Leo Burnett Co., Earle Ludgin & Co. and Foote, Cone & Belding also will be represented.

KACY, which began programming Nov. 25, 30 days after its test pattern and 76 days after construction was begun, already has about a dozen national advertisers signed for spot campaigns.

Advertisers include Frigidaire, Republic Steel, Ford, Chevrolet, Oldsmobile, Falstaff (beer), Griesedick (beer), Groves Labs, Philco Tv, Shaler Corp., Corneli Seed Co. and Monsanto Chemical Co.

The station is transmitting 500 kw effective radiated power with its directionalized antenna.

Jack Garrison is president and general manager. He has been in broadcasting for 20 years, associated with WJR Detroit, KMOX St. Louis, KWKH Shreveport, La., and KSD-TV St. Louis. Carl McIntire is the station's vice president and director with 15 years broadcast experience with stations in Indiana, Illinois and Missouri. He was with KSD-TV for seven years.

THERE's no old age, rocking chair nor slippers for this executive trio eyeing the view from the front porch of the KACY Bldg. in St. Louis, housing the uhf ch. 14 outlet, KACY (TV) Festus, Mo. (St. Louis area). Average age for the three is 34. L to r: Philip Sincoff, treasurer; Jack Garrison, president and general manager, and Carl McIntire, vice president and station director.

Fischer Named to WGBS Post

APPOINTMENT of Donald Fischer as program manager of WGBS Miami was announced last week by Miller M. Babcock, managing director of the Storer station. He succeeds Ewald Kockritz, who recently was named director of programming for overall Storer Broadcasting Co. operations. Mr. Fischer most recently served as program director of WQAM Miami. A veteran of almost 25 years in the broadcasting field, Mr. Fischer worked as an announcer and program manager for several midwestern stations from 1929 to 1942 when he joined NBC-Blue network as White House announcer.

Orioles Games To Be Aired On Both Radio and Tv

WMAR-TV and WAAM (TV) Baltimore will share telecasts of 56 games of the new Baltimore Orioles (26 at home and 30 away), while WCBM that city will air the complete 1954 Orioles schedule, according to the National Brewing Co., which owns broadcast rights for the American League baseball club.

WMAR-TV remote crews will cover all televised home games, picking up telecasts for both WMAR-TV and WAAM, according to Jerrold C. Hoffberger, president of the brewing firm. Bailey Goss and Ernie Harwell are two of three announcers for the games. Mr. Hoffberger said the games also may be relayed to a tv network including outlets in York and Chambersburg, Pa., and Salisbury, Md., with radio broadcasts to be distributed to a wide network of stations.

Direction of broadcasts will be under Norman S. Almony, National's advertising director, and Wick Crider, tv director for Kenyon & Eckhardt, agency on the account.

Rahall Buys WFEA; Price Is $100,000

FARRIS RAHALL, operating WKAP Allentown, Pa., and WWNR Beckley, W. Va., has bought WFEA Manchester, N. H. (1370 kc 5 kw), for $100,000, subject to FCC approval. Sale of the station was part of a contract entered into when WFEA, operated by the Silver brothers, withdrew its mutually exclusive ch. 9 application in Manchester, leaving the way open to WMUR Manchester, which later received a CP. WMUR is operated by Gov. Francis P. Murphy. The transaction was handled by Blackburn-Hamilton, station brokers.

WRGB (TV) Completes Switch To Ch. 6, Boost to 93 Kw

WRGB (TV) Schenectady, N. Y., in a change-over from ch. 4, started operations on ch. 6 last Monday morning in a move that included boosting of power from 16 kw to 93 kw.

R. B. Hanna Jr., manager of broadcasting for the General Electric Co., said the change-over was accomplished in a seven-hour period from midnight, Jan. 3, to 7 a.m., Monday. The increase in power, he said, will result in "much stronger signal to the station's fringe area." He added that a check of outlying areas revealed that "in almost every case the report was of improved picture and sound." WRGB claims there are more than 300,000 tv receivers in its coverage area.

Shaw, Kehoe Appointed To KCCC-TV Executive Posts

APPOINTMENTS of Glenn Shaw as assistant manager and John J. Kehoe as sales manager of KCCC-TV Sacramento, Calif., were announced last week by station General Manager Ashley Robison.

Mr. Shaw

Mr. Kehoe

Mr. Shaw has been in radio 21 years, beginning with KSL Salt Lake City in 1933. He also has served at KLK Oakland, Calif., and was NARTB Dist. 15 director from 1949-1953.

Mr. Kehoe formerly was sales manager at KCRA Sacramento, and, previously, for the Reno Broadcasting Co. of Reno and Las Vegas, Nev.

AGREEMENT by which WMAR-TV and WAAM (TV) Baltimore will share telecasts of 56 Baltimore Orioles 1954 baseball games and WCBM that city will air the club's complete schedule, all under sponsorship of National Brewing Co., is signed by (l to r): Seated, Kenneth Carter, WAAM general manager; Jerrold C. Hoffberger, National president; E. K. Jett, WMAR-TV vice president, and John Elmer, WCBM president; standing, Dick Armstrong, Orioles publicity director; Norman S. Almony, National advertising director; Ernie Harwell and Bailey Goss, to be sportscasters for the games, and Wick Crider, tv director, Kenyon & Eckhardt, agency.

SPECIAL Christmas luncheon is held at New York's The Press Box by John E. Pearson Co., station representative, for guests of NBC Radio and Tv contract and sales service departments. L to r: Seated, Don Clancey, William Kelly and Allan Courtney, all NBC; Bill Wilson and Ray Henze of the Pearson firm; standing, Paul Hancock, NBC; John E. Pearson, who heads the station representation firm; Sheldon Hickox, who heads NBC's station relations; Russ Walker of Pearson; Hamish McIntosh and Ray O'Connell of NBC.

KCOP (TV) CUTS RATE CARD 20-25%

MAKING cuts of from 20 to 25%, KCOP (TV) (formerly KLAC-TV) Hollywood, has revised its rate card and also will improve merchandising facilities, Jack Heintz, vice president and general manager, said last week.

"We have reduced rates to what we think is fair," he said, adding "there will be no deals; time will be sold on a rate card basis."

Under the new setup, Class A one hour time has been cut from $1,250 to $900, with a half-hour reduced from $750 to $540; Class B hour, formerly $800, is now $600, and half hour reduced from $480 to $360; Class C hour from $600 to $500, half-hour $360 to $300.

Policy changes under new ownership will include more live programming, including newscasts, kiddie shows and other type entertainment, "with no attempt to compete with the checkbooks of the networks," he said. "We will seek originality in our programming."

Although already purchased, he planned to discard much of the theatrical film acquired when the station was bought by the Copley Press Inc. for $1,375,000 from Mrs. Dorothy Schiff Sonnenborn, *New York Post* publisher.

Storer Appoints Rathmell

FRANK F. RATHMELL has been appointed personnel manager of Storer Broadcasting Co. effective Jan. 1, Lee B. Wailes, executive vice president, has announced. Mr. Rathmell, who has had 14 years experience in personnel work mainly with Westinghouse Electric Co. in Philadelphia, has lived in Miami the past two and a half years. He will be located at Storers's Miami home offices and will report to Mr. Wailes. The appointment was made to strengthen home office functions in line with Storer's growth, Mr. Wailes said.

Mr. Rathmell

Free & Peters Elects Bryan to Vice Presidency

ELECTION of William W. Bryan, Detroit manager of Free & Peters for the past 10 years, as a vice president of the radio and tv station representation firm was announced last week by H. Preston Peters, president.

Mr. Bryan

"This recognizes the increased importance of the Detroit area as a major center for national spot broadcasting business, and reflects our confidence in the continued future growth and prosperity of advertisers in that region," Mr. Peters, said. The move anticipates the need for increased planning and marketing service to national advertisers and broadcasting stations, it was noted.

Before joining Free & Peters 10 years ago, Mr. Bryan had been associated with Detroit newspapers for a decade, actively engaged in advertising and merchandising planning.

Owen Joins Avery-Knodel

JOHN W. OWEN of the promotion department of Edward Petry & Co., has joined Avery-Knodel Inc., station representatives, as manager of sales promotion. He had served before as promotion manager of Whitney Publications Inc. and with the advertising sales promotion department of the Crowell-Collier Publishing Co.

Representative Appointments

WCHV Charlottesville, Va., appoints **Thomas F. Clark Inc.,** N. Y., as representative, effective Jan. 1.

WCMI Ashland, Ky., appoints **H-R Representatives,** N. Y., as national representative, effective Jan. 1.

WWEZ New Orleans appoints **George W. Clark Inc.** as its national sales representative effective Jan. 1.

MANUFACTURING

FURNISHINGS MART FOCUSES ON COLOR

Manufacturers unveil their accomplishments for buyers at the Chicago exhibition.

COLOR television emerged as the focal point of interest during the first week of the midwinter International Home Furnishings Market last week as buyers converged on Chicago for a preview-review of the latest electronic developments.

Interest in colorcasting was doubtless heightened by FCC approval of a campatible color tv system and, of course, by RCA's announcement Thursday that it has a new 19-inch color tube (with 16-inch picture), which was viewed as the next step in the progression from the 11½ or 12 inch size now being made available.

While manufacturers traditionally unveil their newer lines during the summer months, the interest of retailers and other buyers was not allayed at the show, held at the Merchandise and American Furniture Marts. The exhibits will continue for another week.

Some name manufacturers (Raytheon, Sylvania, others) offered price reductions on their black-and-white receivers. Prices quoted on pilot color sets ranged from $800 to $1,750. Representatives of the major firms were reluctant to quote actual production dates.

DuMont's Duoscopic

Among the more startling developments at the market were Allen B. DuMont Labs.' duoscopic, a new tv receiver which permits viewing of two programs on one screen at the same time (see separate story), and Webster-Chicago's five-unit portable radio which enables listeners to tape-record their favorite programs automatically and play them back at leisure.

The color tv pace was set earlier in the week by CBS-Columbia, which announced it is taking orders for a production model 15-inch full-door color set priced at $1,200. Firm also reported its plans to introduce shortly a similar open-faced color console for $975. Pilot output on the former, on display last week, is underway, according to Harry Schecter, vice president in charge of sales. The former model (48 tubes, six operating knobs) incorporates the CBS Colortron made by CBS-Hytron. CBS-Columbia also showed a 21-inch monochrome set for $199.95 and unveiled a new 21-inch table model priced at $179.95 and a 17-inch table set for 159.95. It also displayed three other table units.

RCA exhibited a pilot color model with the conventional 11½-inch screen, along with a line of new tv receivers and magnetic tape recorders, as well as an assortment of clock and other small radio sets. In New York it announced development of the 19-inch tube (see separate story).

RCA Victor division also announced it is in commericial production of tri-color tubes, which are now available to manufacturers. The announcement covered the 15-inch (with 11½-inch viewing surface) tube used by other set-makers in their models.

DuMont Labs. displayed small screen color lab models which it will turn out in larger screen versions later this year. The receivers were open-face console types with mahogany veneer similar in dimension to the open-face 21-inch black-and-white consoles. Firm re-

ported it has shipped color scanners also shown in Chicago, to other tv receiver firms. For color, DuMont shipped a complete polychrome studio setup to the market. It was used to beam color signals to DuMont sets on display.

Admiral Corp. introduced its first color tv receiver, previewed by distributors at a three-day sales meeting earlier. Price was $1,175. It also showed a 21-inch monochrome table unit at $179.95. Among six new tv set lines, Admiral showed a 21-inch console at $249.95—a $50 reduction from a previous type—and a 21-inch radio-phonograph-tv combination for $299.95—or $100 less than one last June.

General Electric showed "engineering prototypes of color receivers" in comparison with its black-and-white line. When finally produced and passed on to distributors, model will sell at $1,000 or more. Early color production will be limited to field testing and demonstrations.

Westinghouse Shows Trio

GE announced also that it had laid off 250 production and office employes at its tv set parts plant in Auburn, N. Y., Friday. The layoffs were blamed on a "downward adjustment in production . . . which may be due in a large measure to the recent advent of color tv and the resulting misconception of its availability and cost."

A trio of 21-inch conventional sets, with various companion bases, was shown by Westinghouse, as part of its new Capri line.

Among other exhibitors were Stewart-Warner Electric with several new lines of conventional tv sets, and Capehart-Farnsworth Corp., with a new tv console embracing its polaroid picture system. Also showing lines were Philco Corp., Arvin Industries, and Motorola.

Cost cuts by Raytheon Mfg. Co. and Sylvania Electric were not revealed by representatives, but their distributors confirmed the reductions. Only Admiral announced that new versions of last year's tv models were down.

Webster-Chicago announced it had entered two new industries, with a five-unit radio and the first of a series of packaged musical tapes by celebrated artists. Former features a plug for attaching a tape recorder to make playbacks of radio programs. It includes a Telechron clock and "slumber control" for turning on the radio, tape or other appliances. Webcor also is offering six reels of tape (either five or seven inch versions), with playing time ranging from 45 minutes to a full hour.

Demonstration of Majestic color television receivers were held by Majestic Radio & Television, division of Wilcox-Gay Corp., New York, for dealers attending January home furnishings market.

On display was a 14-inch console model, which will retail between $800 and $1,000. It is first of Majestic's pilot production run, and later will be delivered to dealers in key cities where color test transmissions are being held.

Pilot run productions at Majestic for six months of 1954 will supply needs of dealers. First production line receivers will be ready by late next fall, and Majestic will produce an estimated several thousand units by end of 1954.

DuMont's Duoscopic: Two Shows on One Screen

ALLEN B. DuMONT Labs Inc. introduced at a news conference in New York last Thursday the new DuMont Duoscopic television receiver which permits two audiences to view two different television programs at the same time from the same full screen.

The Duoscopic is viewed through polaroid glasses which are reversible. When the set is tuned to two programs, viewers don the glasses and see only one program. By reversing the glasses, they may see the other program instead. Thus on the single set a husband may watch a football game, for example, while his wife watches, say, a variety show.

By means of a personalized ear piece with a switch, the viewer can flick on the audio which accompanies the picture he is watching.

Dr. Allen B. DuMont, president, explained that the design elements in this new receiver, which give it this versatility, include the use of two cathode-ray tubes, a dual chassis and a twin audio system. He said that a half-silvered mirror is utilized to permit image selection from the face of either of two picture tubes. The actual selection of the picture tube, he added, is accomplished through the use of polaroid glasses or polaroid screens. In essence, Dr. DuMont said, Duoscopic is two tv sets in one.

The receiver was said to be able to function as a conventional set without the use of polaroid glasses, with sound transmitted to the viewer either from the loud speaker or the ear piece.

Though the main function of Duoscopic is to enable two different audience groups with separate tastes to see and hear their program choice on one receiver, Dr. DuMont said, the set may have other uses. He cited the possibility of its use by armed forces whereby, through closed-circuit tv, different military maneuvers in separated geographical locations may be viewed interchangeably. Dr. DuMont expressed the opinion that Duoscopic may be used profitably in hospitals and institutions and by hard-of-hearing persons.

In reply to a question, Dr. DuMont said the price of the new set had not been determined, but he believed that it would be about the same as the total cost of a conventional console and a table model set. The DuMont organization has manufactured about 40 Duoscopic receivers, which will be placed on display at dealers' shops in New York and New Jersey. Consumer interest, Dr. DuMont said, will dictate whether or not the organization will produce the Duoscopic in large quantities.

GE Sees 4 Million Tv Tube Replacements

TV PICTURE tube replacement market of 4 million was foreseen in 1954 by J. Milton Lang, GE Tube Dept. general manager. This means that one out of every seven tv receivers will need a new kinescope, Mr. Lang pointed out. He estimated 27 million tv receivers in use. The replacement estimate is twice the number required in 1953, Mr. Lang said. Mr. Lang also estimated 1954 production of additional black-and-white tubes at 5,200,000 for new monochrome sets and about 100,000 color pictures tube for polychrome receivers. GE plans to begin color tube pilot production in January at its Electronics Park, Syracuse, N. Y., plant this month. Production of the new triple diode receiving tube for color receivers [B•T, Jan. 4] will begin this first 1954 quarter, Mr. Lang said. He estimated that the electronic tube industry will do about $700 million worth of business this year, a 5% increase over record 1953.

GE last week reduced prices on seven 21-in. and one 24-in. picture tubes for black and white tv rceivers. Reductions range from $1 to $8.50, and result from lower glass bulb costs and more efficient processing, Grady L. Roark, manager of marketing, GE Tube Dept., announced.

Tri-Color Tube—$175

RCA has pegged the price of its tri-color picture tube at $175 to manufacturers of color tv receivers, it was reported last week. No retail price has been set, since the tri-color tube has not reached the retail market.

100,000 Color Sets

MANUFACTURERS will turn out about 100,000 color tv sets this year, with industry producing some 1,000 receivers starting in March, an RCA vice president said last Wednesday.

The estimate was made by Joseph B. Elliott, vice president in charge of consumer products for RCA Victor, at a news conference during the Winter International Home Furnishings Market in Chicago.

Mr. Elliott also:

- Held that the retail price of initial color receivers (11½ to 12 inch picture sizes) will be between $800 and $1,000.
- Felt that FCC approval of compatible color standards will not disrupt manufacturers' assembly lines.
- Predicted that monochrome set sales in 1954 will hit between 5 and 5.5 million and that black-and-white will "continue to enjoy a lively market."
- Prophesied that uhf and the opening of new tv areas will accelerate the sale of monochrome sets.
- Reported that RCA will not accept orders for new color receivers until the date is announced for starting production, though it is currently supplying other manufacturers with picture tubes. He added that 40 tv outlets have ordered new color transmission equipment.

Zenith Slates First Color Sets on Market by Mid-'54

ZENITH Radio Corp. "will have color sets on the market by the middle of this year" and perhaps "before that" but color tv for the mass market is still at least two years away, H. C. Bonfig, Zenith vice president and sales chief, told the Advertising Club of Minneapolis last Wednesday.

Mr. Bonfig said that initial sets will be "very largely hand made," limited in number and very high in price, and that also colorcasting faces still another sizable hurdle—prospective public desire for color pictures larger than the present 11½ inches "at its maximum dimension."

Zenith's first 100 pilot models, some of them finished, are costing the company about $2,000 per set in labor and materials alone.

He also took the occasion to emphasize that the NTSC color system was the work of "50 manufacturers and laboratories"and not of any single company. He was referring, he said, to RCA Victor advertisments "claiming sole responsibility for developing the whole thing" [B•T, Jan. 4, Dec. 28, 1953].

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CineScanner

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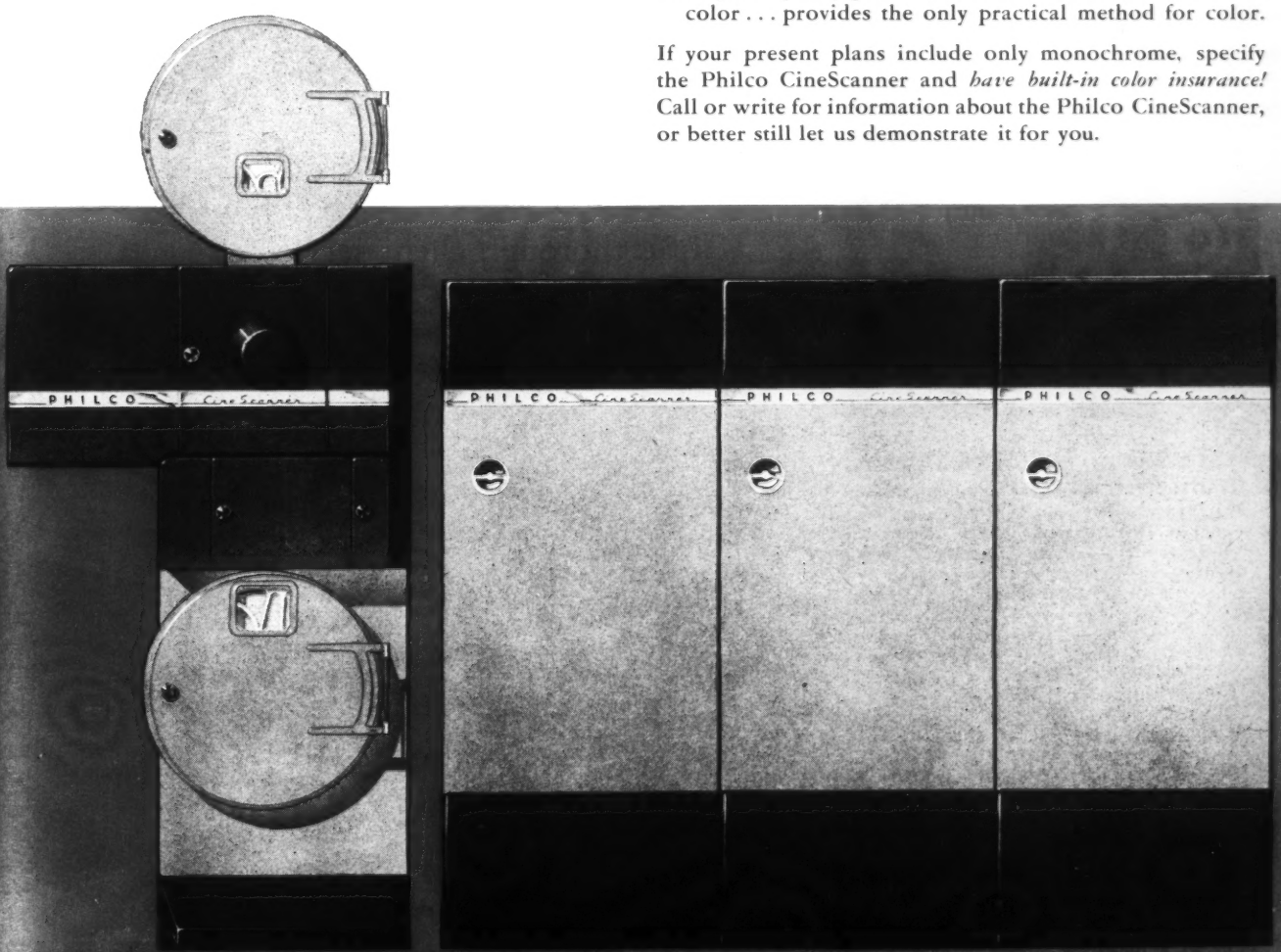
If your present plans include only monochrome, specify the Philco CineScanner and *have built-in color insurance!* Call or write for information about the Philco CineScanner, or better still let us demonstrate it for you.



The Philco CineScanner is designed to occupy minimum floor space and for greatest operational ease.

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GOVERNMENT & INDUSTRIAL DIVISION • PHILADELPHIA 44, PA.

Thomas Goes Into Mass Lawrence Tube Production

MASS PRODUCTION of Lawrence color tv tubes, 21 inches and larger, by Thomas Electronics Inc., Passaic, N. J., will begin next summer, according to Thomas L. Clinton, president of the firm. He said the company has started pilot operations and expects sample deliveries to tv set manufacturers within the next few months.

First Licensed

Thomas is the first licensed producer of the Lawrence tube in the East. The tube was developed for Chromatic Television Labs. Inc. of New York and Oakland by Dr. Ernest O. Lawrence, director of the Radiation Lab. of the U. of California and winner of the 1939 Nobel Prize in physics. Robert E. Burrows, general sales manager of Thomas, said the Lawrence tube "lends itself to mass production more than other types of tubes, and has terrific possibilities as the real answer to large-screen color television at a reasonable cost."

Meanwhile, Chromatic Television Labs. announced the addition of a new grid producing facility at Emeryville, Calif., with an initial annual production target rate of 25,000. Grids are the principal bottleneck in color tube production today, according to Richard Hodgson, Chromatic president.

NEGOTIATOR Thomas L. Clinton, president of Thomas Electronics Inc., places his signature on an agreement with Chromatic Television Labs Inc. under which Thomas Electronics will produce Lawrence color tv tubes. With Mr. Clinton are (l to r): Richard Hodgson, president of Chromatic; Samuel J. Donnelly, secretary, and Robert E. Burrows, general sales manager, Thomas Electronics.

RCA to Show 19-Inch Color Tube Jan. 21

RCA will unveil a 19-in. tri-color tube to tube licensees at a symposium called for Jan. 21 at the David Sarnoff Research Center in Princeton, N. J., it was announced last week. No details of the large size tube, which is understood to produce a 14-15-in. picture, were released except that it is similar in design to the current 15-in. RCA tube.

The meeting was called to demonstrate the new shadow mask larger size color kinescope on color receivers and also to release technical details for production to RCA's tube licensees. Tube licensees were invited by letter dated Dec. 31.

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No sphinx like The Great Sphinx.
And no TV operation like WLW-T
in Cincinnati! Why? Because
WLW-T gives you the finest facilities
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SHIPMENTS

Station	Power	Band	Use
General Electric Co.			
WTRI (TV) Schenectady, N. Y.	12 kw	tv (ch. 35)	new station
WTOC-TV Savannah, Ga.	5 kw	tv (ch. 11)	new station
KSAN-TV San Francisco	1 kw	tv (ch. 32)	new station
WCAN-TV Milwaukee	100 w	tv (ch. 25)	replacement

OTHER SHIPMENTS: GE also reported shipment of 20-kw amplifiers to WGAN-TV Portland, Me. (ch. 13), and KATV (TV) Pine Bluff, Ark. (ch. 7); and six-bay antennas to WTVJ (TV) Miami, Fla. (ch. 4), and Canadian General Electric Co. for ch. 4 station in St. John's, N.B.

Raytheon's COZI Checks Radio Waves

DEVELOPMENT of a "revolutionary" kind of radar which should materially increase the success of efforts to reach behind the Iron Curtain by radio was announced last week by Raytheon Mfg. Co., which said it had worked on the project in cooperation with the U. S. Air Force.

Named COZI (Communications Zone Indicator), the device was described as making it possible to tell whether broadcasts from international shortwave or other long-range transmitters are successfully reaching their destinations; indicating approximately how strong the broadcast signals are when they get there, and often showing whether the frequency is being jammed deliberately.

D. R. Hull, vice president and manager of Raytheon's equipment division, said the Air Force plans to make extensive use of COZI to increase the efficiency and reliability of its world-wide communication system.

To test a radio signal, COZI sends out a radar beam from the station's own antenna. The beam follows the same path taken by the radio wave, indicating instantly whether the radio signal is being reflected at the proper rates to assure its reaching the destination. Often it also indicates whether the signal has encountered interference (jamming), Raytheon officials said.

RCA Announces Program For Color Tv Servicing

RCA SERVICE Co. has announced a training and educational program in color tv for the tv service industry, "developed as part of RCA's established policy of sharing its knowledge in the field of electronics research and development with all segments of the industry," Edward C. Cahill, president, said last week.

The program will provide complete information on the theory and practice of installing and servicing color tv receiving equipment, even before the first commercial color sets reach the public, Mr. Cahill said.

RCA Service Co. also has prepared a textbook, *Practical Color Television for the Service Industry*, which Mr. Cahill says fills an urgent need in the industry and which is based on RCA experience gained through more than five years of research, development and field testing. The book, illustrated by photos in four colors, offers service techniques for color tv receiver installation and maintenance. Copies are available at $2 from RCA parts and tube distributors or from RCA Service Co., Camden.

RCA has invited its tv set manufacturing licensees to attend four-day color tv service clinics in New York, Chicago and Los Angeles, Mr. Cahill said.

DuMONT DESCRIBES $1 KCTY (TV) BUY AS ENTRY INTO CLOSE STUDY OF UHF

Purchase puts DuMont to the 5-tv-station limit. Empire Coil released station at yearend to declare $750,000 loss.

FIRST-HAND study of the problems facing uhf station operators was one of the prime purposes of Allen B. DuMont Labs. in its one-dollar purchase of uhf ch. 25 KCTY (TV) Kansas City from Empire Coil Co., Dr. Allen B. DuMont said last week in a joint statement with Empire Coil President Herbert Mayer.

Submitted to FCC late on Dec. 30, the transfer bid was approved by the Commission the following day in an emergency action designed to keep the uhf ch. 25 station on the air and prevent a possibly damaging blow to the uhf "morale" on the national scene [B•T, Jan. 4]. Coming within 1953, the transfer also allows Mr. Mayer to include in tax computations for that year the reported loss of some $750,000 involved in the construction of KCTY and its operation since last June.

Concurrently, Empire Coil also surrendered to FCC its construction permits for uhf ch. 67 WNES (TV) Indianapolis and uhf ch. 26 KDEN (TV) Denver, citing economic factors as reason for not continuing with construction of those uhf outlets in markets now served by local vhf stations.

The other properties of Empire Coil including its transformer manufacturing plant at New Rochelle, N. Y., and vhf ch. 8 WXEL (TV) Cleveland and uhf ch. 27 KPTV (TV) Portland, Ore., pioneer station in that city and the successful pilot of uhf commercial operation in the U. S. were sold Friday to Storer Broadcasting Co. (see story, page 27).

DuMont is operator of pre-freeze vhf stations WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh, while Paramount Pictures Corp., ruled by FCC to "control" DuMont in view of its 25% interest, owns pre-freeze vhf KTLA (TV) Los Angeles. With acquisition of KCTY, the DuMont-Paramount interests now hold their total limit of five tv stations under the FCC's new multiple-ownership rules [B•T, Nov. 30, 1953].

DuMont and Paramount later may be able to acquire two additional stations, one more vhf and another uhf, should the Commission make final its current proposal to raise the tv station limitation to seven but with vhf holdings restricted to five [B•T, Dec. 28, 1953].

Transfer of KCTY, according to the DuMont-Empire Coil announcement, also was designed "to bring to the station the support of a successful network organization and its programming service" as well as "to put the DuMont network, research, and manufacturing divisions in a position to study at first hand the problems, both financial and commercial, faced by station owners utilizing the uhf."

Dr. DuMont, noting that his network was the first to acquire a uhf outlet, asserted:

"We bought KCTY . . . to extend our area of ultimate service to television.

"Under the FCC allocation plan the stations on the uhf will outnumber stations on the vhf by better than two to one, and we feel it will be very helpful if we can have the same realistic understanding of the problems faced by the operators pioneering this area of the spectrum as we gleaned by our pioneering work in the vhf over WABD and WTTG. There is no doubt that uhf poses problems peculiar unto itself both in a technical way because the ultra high frequencies have so recently been opened up, and in a commercial way because national

PURCHASE of uhf KCTY (TV) Kansas City, Mo., from Empire Coil Co. by Allen B. DuMont Labs Inc. for $1 [AT DEADLINE, Jan. 4], is completed here by (l to r): seated, Herbert Mayer, Empire Coil president; Dr. Allen B. DuMont, DuMont Labs president; Bert L. Graham, DuMont controller; standing, Chris J. Witting, retiring director of DuMont Labs' broadcasting division and of the DuMont Tv Network; Mr. Witting's successor, Ted Bergmann, and Donald H. McGannon, assistant dir. of the broadcasting div.

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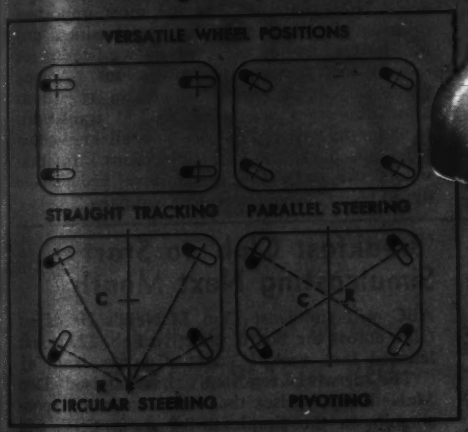

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NEW! MANEUVERABILITY

The extreme flexibility of the steering mechanism makes possible fast positioning in small, crowded studios.

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NEW! LOW SLUNG CHASSIS

Cinemobile is built low down for better balance, greater stability and smoother rolling.

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Makes possible a wide range of camera effects formerly achieved only with larger, heavier equipment. Priced to fit the budget of smaller studios.

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advertisers are so hesitant to embrace stations in this medium."

In acquiring KCTY, DuMont takes over contractual obligations for studios in the Pickwick Hotel and the station's transmitter site at Overland Park, According to the transfer application, all physical assets are assigned to DuMont except three General Precision Labs live cameras and certain other studio and engineering supplies.

DuMont told FCC it "hopes to retain a number of the present staff members" of KCTY, "particularly those in key positions. However, the general manager, Mr. Mayer, will not be available. . . . The staff will be reduced in size in order to keep operating expenses within necessary economic limits."

As reason for transfer, Empire Coil stated in the application it was "desirous to curtail operating losses and relieve its executive personnel of undue burden."

Balance sheet for Empire Coil as of Oct. 31, 1953, was included in the transfer application. It showed current assets of $1,363,187.33; fixed assets $1,773,174.92; other assets $97,459.02; total $3,233,821.27. Current liabilities were listed at $1,276,696.29; other liabilities $1,089-100.40; common stock capital $37,600, and surplus $830,424.58.

DuMont's balance sheet as of Nov. 29, 1953, showed total assets of $53,431,221 of which $42,081,271 represented current assets and $10,505,085 fixed assets. Current liabilities totaled $22,880,189 while unappropriated earned surplus totaled $9,257,643.

Explanation for the last-minute filing of the transfer and the urgency of the required approval was explained to FCC in a letter by DuMont. It stated in part:

Circumstances which we consider of the greatest urgency in the public interest require action by the Commission immediately so that this transaction may be consummated before midnight, Dec. 31, 1953. It became known to the assignee DuMont that conditions which it could not control without grave and continuing losses necessitated the suspension of service and abandonment of the facilities of KCTY by Empire Coil Co. in the interest of preserving its other operations and conserving its management personnel.

KCTY is a DuMont affiliate in Kansas City and the assignee was well aware that conversion of receiving sets and acquisition of receivers adapted to receive on ch. 25 had resulted in approximately 60,000 family units which were dependent in part on KCTY for service.

The denial of ch. 25 service to such a large percentage of the Kansas City audience, the 17th market in the country, seemed likely, when added to other serious blows which have affected uhf operation, to be nearly fatal. Empire Coil was equally anxious to avoid this result and agreed to sacrifice its large property interest in its Kansas City operation if DuMont would agree to assume certain leasehold obligations and to continue the station in service. . . .

The cash consideration to be paid by DuMont is one dollar, a sum which cannot affect its resources. Its plan of operation which includes the transmission and use of a maximum number of network programs plus grim economy, will make the preservation of uhf operations in Kansas City possible if anything will.

Mrs. Lillian Paley, Wife Of a CBS Founder, Dies

FUNERAL services were held last Tuesday in Los Angeles for Mrs. Lillian Paley, 62, wife of Jay Paley, founding member of CBS, and aunt of William S. Paley, CBS board chairman.

Mrs. Paley, who died Jan. 2 after a lingering illness, was a resident of Los Angeles 18 years and was founder and honorary president of United Hostesses, organization furthering research on heart diseases and mental hygiene for children, and vice president of Women's Junior Auxiliary of the Jewish Home for the Aged.

Surviving are her husband; a daughter, Mrs. Jaqueline Bors; a brother, Irving M. Sevin of Beverly Hills, and a sister, Mrs. Sara Traisman of Chicago.

TV DRAWS TOP REVENUE FOR NBC

Television garners 80%, radio gets 20% of gross business, Gen. Sarnoff tells New York Society of Security Analysts.

NBC's gross volume of business is divided 80% television to 20% radio, Brig. Gen. David Sarnoff, RCA and NBC board chairman, divulged in a talk made before the New York Society of Security Analysts [B•T, Dec. 21, 1953] and released last week by RCA.

Radio and tv together account for more than $3 billion of the $8 billion annual income of the radio and electronics industry, the balance coming primarily from government and industry, Gen. Sarnoff said, with the same 80-20 ratio holding good for this $3 billion figure.

"Think of that!" he declared. "Eighty per cent of a $3 billion annual business in a field that did not exist commercially seven years ago."

During this seven-year period, NBC has accounted for 20% of the RCA gross income and 14% of its total net profits, Gen. Sarnoff noted. Applied to the 1953 estimates he cited of $830 million gross and $34.7 million net for RCA which he reported, this would give NBC a gross of $166 million and a net of $4,858,000 for last year.

Asked during a question-and-answer period to comment on "some fast arithmetic" indicating that while NBC and CBS are about even as to revenue "NBC will earn considerably less than CBS," Gen. Sarnoff answered:

I think in television broadcasting we have about the same size business they have. In radio we have less but we had more at one time and they had less. . . . broadcasting is a fluctuating business. Tomorrow, or sometime after tomorrow, we may have more and they may have less.

In the broadcasting business you can find yourself in situations where as much as 15 or 20% of your volume of business depends for a time upon the popularity of one artist. And suddenly you may discover that you have lost the artist or that the artist has lost popularity. Once upon a time that happened to us in radio and it can happen again to others in radio and television. It shouldn't happen to a friend.

Describing as "bunk" reports that RCA nets $20 million to $25 million a year in patent royalties, Gen. Sarnoc said that "in the seven years from 1947 to 1953, our net income from royalties, after deducting costs and expenditures incurred in connection with carrying on fundamental research work of the RCA Laboratories division alone, averaged less than $3.5 million a year. In 1953, it will be less than $2.5 million." In addition, "very substantial amounts" are spent for research by other RCA divisions and subsidiaries, he noted.

Commenting on the position of General Electric Co. and Westinghouse Co. that RCA's right to license under inventions made prior to Dec. 31, 1954, expires on that date—a position with which RCA does not agree—Gen. Sarnoff noted that the case is still before the District Court in Delaware. But however it is decided, he said, "No question has been raised as to the fact that both GE and Westinghouse are required to continue to pay RCA after Dec. 31, 1954, royalties on all radio, television and other electronic patents in our field which they use and which were developed by GE, Westinghouse, the telephone company or RCA before Dec. 31, 1954.

"Second, it is the opinion of our experts—and I fully share it—that the most important inventions for the future of our business and for the business of those whom we license are not GE and Westinghouse inventions. Among the areas for licensing which we regard as most important are color tv and transistors. In color television I'm sure you all know that RCA has made the basic inventions. In transistors the basic inventions have been made by RCA and the telephone company."

CBS-TV Names Saxe V.P., Asst. to Pres.

APPOINTMENT of Edward L. Saxe to the newly-created position of vice president and assistant to the president of CBS-TV was announced last week by J. L. Van Volkenburg, president.

Mr. Saxe

Mr. Saxe, who has served most recently as controller of CBS Inc., joined CBS in 1946 as assistant to the treasurer, and later was executive assistant and assistant to the president. In his new post he will function primarily in financial control areas. His successor as controller of CBS Inc. has not been named.

Born in Boston on Jan. 17, 1916, Mr. Saxe was graduated from Harvard College in 1937 with an A.B. degree in economics and government and from the Harvard School of Business Administration in 1939 with an M.B.A. degree.

Prior to World War II, Mr. Saxe was employed by the U. S. Dept. of Justice. He served in the U.S. Army from 1941-46, part of the time as an officer in military intelligence in the European theatre. His decorations include the Bronze Star, French Croix de Guerre, Belgian Croix de Guerre and the Order of the British Empire.

'Breakfast Club' to Start Simulcasting Next Month

ABC will simulcast Don McNeill's *Breakfast Club* across the board, effective Feb. 22, it was learned last week [CLOSED CIRCUIT, Jan. 4].

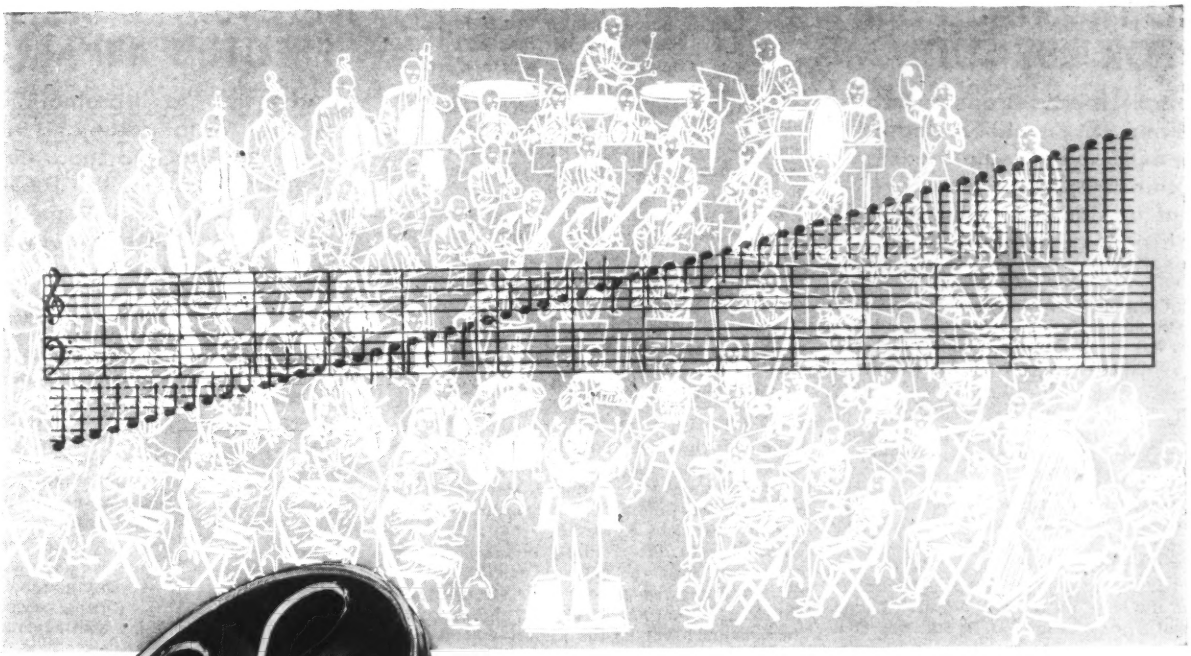
The network reportedly has advised Don McNeill Enterprises that the amount of sponsorship on the simulcast 8-9 a.m., CST, will depend on the number of advertisers who pick up the tab. Program's present radio advertisers are Philco Corp., Swift & Co., Toni Co. and Quaker Oats. On the basis of first refusal rights, they have until Jan. 22 to sign for tv.

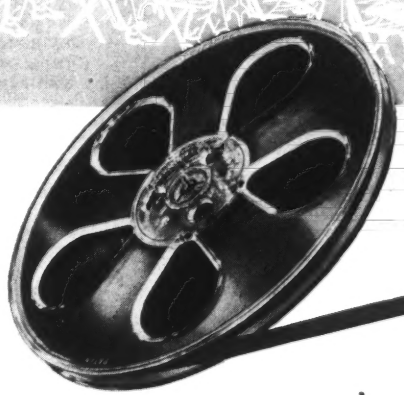
Siegel Resigns CBS-TV Post

NORMAN SIEGEL, West Coast director of publicity and exploitation for CBS-TV, resigned effective last Saturday. His successor has not been selected. Before joining CBS-TV last February, Mr. Siegel had been managing director of the West Coast office of the Howard G. Mayer & Dale O'Brien public relations firm and was radio editor of the *Cleveland Press* 15 years before going to Hollywood in 1945.

Barber Undergoes Operation

RED BARBER, CBS counselor on sports, will undergo an operation in New York Wednesday to restore the partial loss of hearing in his left ear. Mr. Barber broadcast the Orange Bowl Game from Miami on New Year's Day and was to cover the Senior Bowl football game from Mobile, Ala., over CBS Radio last Saturday.





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This means faithful, well-balanced reproduction of all musical instruments, from the lowest rumble of the bass tuba to the highest overtones of the piccolo. It's a factor to which the trained ear is particularly sensitive — an Audiotape advantage that appeals strongly to the most critical professional recordists.

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APRIL 19 TRIAL SET FOR LBS SUIT

Trial of Liberty Broadcasting System's $12 million suit against 13 major league baseball clubs again has been postponed in Chicago. Attorneys feel it may go over until next fall.

TRIAL of the Liberty Broadcasting System's $12 million suit against 13 major league baseball clubs has been rescheduled tentatively for April 19 in Chicago Federal District Court.

Attorneys for the clubs and the defunct LBS expressed slim hope the case would come to trial on that date because of the need for gathering more depositions. The date was postponed by Judge Julius Hoffman.

The Liberty suit charges six National League clubs (excepting the Cincinnati Reds and Brooklyn Dodgers) and seven American League teams (excepting the Chicago White Sox) with restraint of trade and a conspiracy to keep LBS' former "Game of the Day" off the air. Western Union was named a co-defendant. The suit was filed in February 1952.

The trial date has been postponed several times before. Liberty last November entered a motion for "discovery" (permitting accumulation of new depositions).

Attorneys for both plaintiff and defendant told B•T last Wednesday they had not completed this phase and doubted the data would be ready by April 19. They felt the trial conceivably might be delayed until next fall.

Attorneys are Sidley, Austin, Burgess & Smith for the six N. L. clubs., Friedlund, Levin & Friedlund for the A. L. teams, and McConnell, Lutkin & Van Hook for Liberty—all of Chicago. Liberty now is held in trustee in Dallas.

The LBS suit has been viewed in some quarters as a test case as to whether radio-tv stations can sue baseball for alleged unfair restrictions, particularly in the wake of the Philadelphia District Court ruling that the National Football League may not black out radio broadcasts in member teams' area. This was interpreted to mean stations could sue football.

The pro football case has been considered to be as counterpart to baseball's Liberty suit. The Supreme Court decision that baseball is a sport and not subject to anti-trust laws has no direct bearing on the Liberty trial.

130 Radio, Tv Affiliates Expected at ABC N. Y. Meet

EXECUTIVES from an estimated 130 ABC radio and television affiliates are slated to attend the sessions in New York Thursday and Friday when ABC top officials launch a series of four meetings with affiliated stations.

ABC President Robert E. Kintner will preside and, with AB-PT President Leonard Goldenson, will head the network delegation at all the meetings. All phases of ABC operations will be reviewed and in each of the four cities the timetable will be the same: General meeting on the morning of the first day; radio session in the afternoon of the first day; tv session on the morning of the second day.

The New York meeting will be held at the Waldorf-Astoria Hotel.

Second in the series is slated Jan. 28-29 at the Beverly Hills Hotel in Los Angeles with approximately 65 affiliates expected to be represented; third will be Feb. 1-2 at the Drake Hotel in Chicago with around 130 affiliates expected; final meeting will be Feb. 15-16 at the Roosevelt Hotel in New Orleans with about 140 affiliates expected.

ABC NAMES MORGAN V. P., COMPTROLLER

Rabinovitz becomes asst. comptroller; Tepper, Graessle and Stone get new titles.

ELEVATION of Harold L. Morgan Jr., ABC vice president in charge of the Television Production Services Department, to the post of vice president and comptroller of ABC was announced last Friday by President Robert E. Kintner.

Mr. Morgan

In related appointments, Jason Rabinovitz, who has been developing ABC's new accounting system, was named assistant comptroller; Walter C. Tepper controller, was named chief accountant; Edward Graessle Jr., assistant controller, was appointed assistant chief accountant, and Robert L. Stone, business manager of the television production services department, was named director of that department.

The changes went into effect immediately.

Mr. Morgan joined ABC in 1943, when it was still the Blue Network. With a background which included service as a statistician, a security and research analyst, and as secretary, personnel manager and purchasing agent of WMCA Inc. (WMCA New York), he started with ABC as a consultant specializing in financial matters, budget affairs and improved budget controls and methods. After a series of promotions he was named vice president of the television program department in July 1951, and was made vice president in charge of the tv production services department in August 1952.

His prior associations included Standard Statistics and the Advisory Corp., Wall Street investment counsel, as well as WMCA, which he served from 1941 until he moved to ABC. He is a graduate of Harvard ('28).

Mr. Rabinovitz was assistant to the secretary-treasurer of United Paramount Theatres from 1949 until last June, when, following the merger of UPT and ABC, he transferred to the network organization. He previously was associated with the credit department of the Chase Bank.

Mr. Tepper joined ABC in 1943 as assistant controller after serving in the NBC accounting department for 16 years. He was named controller of ABC in 1948.

Mr. Graessle, formerly with the public accounting firm of Arthur Young & Co. for more than 10 years, joined ABC in June 1951 as assistant controller.

Mr. Stone, who has been a staff associate of Creasap Paget, management engineers, started with ABC in early 1952 as a tv sales account executive. He became business manager of the television sales department in November 1952 and business manager of the television production services department in February 1953.

NEW AM-TV SPLIT EFFECTED AT ABC

Advertising and promotion divisions for the radio and video networks go into separate divisions, headed by DeGroot and Accas. Ross named art director for both networks.

SEPARATION of the ABC Radio and ABC-TV advertising and promotion departments and the creation of the post of art director for both networks were announced last Thursday.

Mitchell DeGroot, in charge of ABC advertising and promotion since October 1950, was appointed director of advertising and promotion for the ABC-TV network, while Eugene Accas, director of network radio sales development, was named head of the ABC Radio network's new sales promotion department, which includes both advertising and promotion and sales promotion.

Mr. DeGroot

Andrew Ross, director of graphic arts for ABC-TV, was elevated to director of graphic arts for both ABC Radio and ABC-TV.

Mr. Accas

Mr. Ross

The appointments became effective last Friday.

Divorcement of the radio and television advertising and promotion operations was attributed to expanded business in the case of both ABC Radio and ABC-TV, and also is in line with the company's policy of dividing its operations between the two media.

Mr. DeGroot, former advertising and promotion manager of WCAE Pittsburgh, joined ABC in April 1945 as a writer in the advertising and promotion department. He became copy chief in the department in January 1948 and assistant director of the department in December 1949, rising to the directorship in October 1950.

Mr. Accas joined ABC in July 1951 as manager of the radio sales development division, subsequently becoming director. He previously was a writer in the NBC sales presentation department, and, before that, served for three years as assistant account research supervisor of Foote, Cone & Belding.

Mr. Ross became associated with ABC seven years ago as art director of sales presentations, and last November was appointed director of graphic arts for ABC-TV. In his new post he will supervise all ABC art activities, both on and off the air.

NBC RADIO CUTS SUSTAINER HOURS

Effective Feb. 1, network will retrench in sustainer service it provides its affiliates. Feb. 2 is date set for NBC Radio Affiliates' subcommittee to meet with NBC officials.

A CUTBACK in the amount of sustaining program service provided to its radio affiliates has been set by NBC, effective Feb. 1.

Plans for the retrenchment in sustainers were learned last week along with disclosure that the NBC Radio Affiliates' subcommittee, headed by Robert D. Swezey of WDSU New Orleans, had been invited to confer with President Sylvester L. (Pat) Weaver Jr. and other NBC top officials and hear a presentation on radio plans. The meeting is slated for Feb. 2 in New York, preceded by a private session of the affiliates group on the night of Feb. 1.

NBC authorities said the Feb. 2 session would cover many phases of network operations, including programming and sales, but details were not disclosed.

The cutback in sustaining service presumably will be discussed, although the fact that it is set to take effect the day before the meeting would indicate that it is not considered a major item on the agenda.

Under present plans, it was understood, approximately an hour and a half of sustaining programming would be lopped off each night, stopping at 11:30 instead of 1 a.m.

Confirming reports of the cutback, NBC Radio spokesmen said Friday that relatively few stations picked up the 11:30 p.m. to 1 a.m. sustainers, which consist largely of musical programs. They said the network currently is carrying 41 hours 45 minutes of commercial programming weekly and 63 hours 45 minutes of sustaining time. After Feb. 1 the sustaining time will be dropped to 53 hours 15 minutes.

NBC currently provides no network service at 6:30-45 p.m., 7:15-30 p.m., and 11-11:15 p.m., and from 12:15 to 12:45 p.m., all Monday through Friday.

While the status of the sustaining service as an agenda item was uncertain, NBC's new radio programs and the plans under which it proposes to sell them seemed virtually sure to get consideration.

The network, which introduced 28 new radio shows at a swoop last October, is launching at least eight more this month, some of them of multiple-hour length, although sales details have not been announced [B•T, Jan. 4].

Extending the pattern set in October with the introduction of *Big Preview* and *Weekend*, each two hours long, a four-hour weekly program for motorists, *Road Show*, was slated to start last Saturday (2-6 p.m. EST) and a two-hour *Collector's Item* series was set to begin yesterday (Sun., 10:30 a.m. to 12:30 p.m.).

In the case of its original multiple-hour shows, *Weekend* and *Big Preview*, eight commercials per hour were offered at fixed rates covering both time and talent, and advertisers could buy one or more participations [B•T, Sept. 21, 1953].

The affiliates group includes Chairman Swezey and Vice Chairman E. R. Vandeboncoeur of WSYR Syracuse and Robert Mason of WPTF Raleigh; Secretary-Treasurer Harold Essex of WSJS Winston-Salem, N. C., and Milton Greenebaum of WSAM Saginaw, Mich., George Norton of WAVE Louisville, Paul W. Morency of WTIC Hartford, Clair McCollough of the Steinman Stations, and Robert Hanna of WGY Schenectady.

Five Renew $15 Million In Programs on NBC-TV

RENEWAL of sponsorship of five programs over NBC-TV with total billings estimated at $15 million a year, has been announced by George H. Frey, NBC vice president in charge of television sales. Advertisers, which have contracted for sponsorship on a 52-week basis, are as follows:

Ford Motor Co., Ford Div., Dearborn, Mich., through J. Walter Thompson Co., for *Ford Theatre* (Thurs., 9:30-10 p.m. EST), starting Dec. 31; Liggett & Myers, New York (Chesterfield cigarettes), through Cunningham & Walsh for *Dragnet* (Thurs., 9-9:30 p.m. EST), starting Dec. 31; Hall Bros., Kansas City, through Foote, Cone & Belding, for *Hallmark Hall of Fame* (Sun., 5-6 p.m. EST), starting Jan. 3; Kraft Food Co., Chicago, through J. Walter Thompson Co., for *Kraft Television Theatre* (Wednesday, 9-10 p.m. EST), starting last Wednesday and R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Camel and Cavalier cigarettes), through William Esty Co., for *Camel News Caravan* (Mon.-Fri., 7:45-8 p.m. EST), starting Jan. 1.

Huntley Suit Settled For Apology, $10,000

WITHDRAWING charges that Chet Huntley, ABC Radio news commentator is subversive and communistic, and making a public apology to him, Mrs. Rae Suchman, Los Angeles clubwoman, last week made out-of-court settlement of his $200,000 libel and slander suit against her for a reported $10,000.

An alleged leader in a campaign to drive him off the air, Mrs. Suchman in her statement released to all Los Angeles area radio-tv stations and newspapers, said in part she wished "to state publicly that I have no evidence which would indicate that Mr. Huntley is other than a patriotic, loyal American.

"I have no evidence which in any way links him with any subversive organization or undertaking," the formal apology continued. "This statement is a public apology by me for any contribution I may have made to organized efforts to silence him or to induce advertisers to withdraw sponsorship of his broadcasts."

Mr. Huntley's complaint, filed last Nov. 20, charged Mrs. Suchman with a long, organized telephone and letter campaign against him. One sponsor reportedly cancelled his contract with Mr. Huntley because of the attacks. Shortly after, because Mrs. Suchman reportedly stated in the presence of witnesses that he was a communist, Mr. Huntley filed his suit, asking $100,000 general damages and $100,000 in punitive damages [B•T, Dec. 14].

Hayes, Healy Sign CBS Pacts

SIGNING of Peter Lind Hayes and Mary Healy to exclusive, long-term CBS radio and tv contracts was announced last week by Adrian Murphy, president of CBS Radio, and J. L. Van Volkenburg, president of CBS-TV. It was said that the entertainers soon will launch their own CBS Radio series and additionally will substitute for Arthur Godfrey on *Arthur Godfrey Time* (CBS Radio, CBS-TV, Mon-Thurs., 10-11:30 a.m. EST) during Mr. Godfrey's occasional absences.

DTN Panel to Discuss Color

DR. ALLEN B. DuMONT, president of Allen B. DuMont Labs.; Dr. Thomas T. Goldsmith, DuMont vice president in charge of research, and Kenneth B. Willson, president of the National Better Business Bureau, will appear on a special DuMont Tv Network program Thursday (9-9:30 p.m. EST) to discuss "What's the Story About Color Television." Program is reported to be designed to clear up "misconceptions and uncertainties" about color tv.

NBC CITES GAINS MADE DURING '53

Network yearend statement labels past year as period of its radio rejuvenation and its tv rise to new heights.

YEAREND statement released by NBC last week described 1953 as a year in which the NBC Radio network was "reorganized and rejuvenated" and in which NBC-TV time and program sales "soared to a new all-time high."

The strengthening of NBC Radio programming was offered as the most significant development at the radio network during the year, with special attention called to the launching of 28 new programs during October. The statement said that NBC Radio is "pushing ahead with more new plans that will offer it even greater opportunity for extended service in programming, entertainment, information and news."

At NBC-TV, gross billings for 1953 were said to have amounted to a record high of almost $100 million, representing an increase of more than 18% over 1952. The increase in billings, the statement said, was accompanied by an increase in the number of clients, which stood at 81 in December 1952 and climbed to 110 by December 1953. It was pointed out that the average sponsored evening NBC-TV program was carried on 67 stations in November 1953 as compared with 42 stations in November 1952. Another significant development cited was the growth in daytime sponsorship on NBC-TV, highlighted by the tripling of gross time billings on *Today*, which were said to have reached a level of more than $5 million in annual time billings.

Affiliations Expand

Expansion in station affiliations was reported for both the radio and tv networks, with the latter said to have grown by 100%. At year's-end, NBC-TV consisted of 168 stations, the statement said, with all but eight actually in operation. Of these, 123 were listed as vhf and 45 as uhf, and an increase of 45 vhf and 39 uhf since Jan. 1, 1952. NBC Radio, according to the statement, increased the number of its affiliated stations during the year from 206 to 211, with 24 NBC Radio affiliates said to have daytime power of 50 kw or more.

With respect to NBC-owned stations—WNBC-WNBT (TV) New York, WRC-WNBW (TV) Washington, WTAM-WNBK (TV) Cleveland, WMAQ-WNBQ (TV) Chicago, KNBC San Francisco and KNBH (TV) Los Angeles—the statement said they had "experienced an unprecedented year of growth, as reflected in billings that forged well ahead of 1952's records." An outstanding development cited was the NBC O&O Division's "Coordinated Programming" plan which makes available the local programs of any one owned station to the others.

The second complete year of operation of the NBC merchandising department was highlighted by "successful promotions" especially on behalf of *Kate Smith Hour* and *Today*, the report said. The department was said to have performed services for 107 clients on the radio and tv networks during the year.

It was reported that at the end of 1953 there were 4,458 regular employes on the NBC staff, as compared with 4,224 at the end of 1952, and that the company had 111 separate agreements with 15 different unions.

It doesn't take more than one eye to see this ...

I'm only a dog. My name is Chris. But I know things. Let me tell you one of them . . .

MY BOSS—his name is Harold—came home the other day at his usual hour; 6:20 or so.

Gee, was he mad!

He slammed his briefcase on the floor, took off his coat and then barged into the kitchen with his hat on.

My mistress, whose name is Mary, said, "Why, Harold! Look—your face! It's dreadful! What's happened? And, by the way, *never* enter a lady's kitchen without removing your chapeau."

Harold said, "Huh?" And then looked, of all things, at his shoes! Being a French poodle, *I* knew what Mary meant, but Harold didn't; my boss, I mean.

Mary said, "Hey, take your hat off. What's the matter?"

I licked my boss's shoe, but he didn't seem to know.

Anyway, the boss said . . .

"Mary, put a cover on what you're cooking and just listen for a minute, huh?"

My mistress answered, "Okay. Go ahead, let me have it."

My boss explained, "Look, I buffed it up this afternoon. Henry—he's my assistant, y'know—just didn't give me *all* the facts on BROADCASTING•TELECASTING!"

Mary just raised her eyebrows and I puttered over and took a sip of water.

Harold, my boss, continued,

"He didn't tell me that BROADCASTING•TELECASTING, in recent surveys*, ranked this way . . .

THE MAGAZINE READ *Most* FOR NEWS AND INFORMATION!

THE MAGAZINE DEPENDED ON *Most* IN THE RADIO FIELD!

THE MAGAZINE THAT BRINGS RADIO AND TELEVISION ADVERTISING *Most* EFFECTIVELY TO THE INDUSTRY'S ATTENTION!

THE MAGAZINE FOUND *Most* USEFUL!

THE MAGAZINE BEST TO USE BY TV STATIONS TO REACH THE MOST POTENTIAL ADVERTISERS!

The . . . . . ."

My mistress said, "Enough!"

"Gee, Mary," said my boss.

My mistress ordered, "Tomorrow you're going to get *all* the facts in black and white from BROADCASTING• TELECASTING—I know they have them in booklets or something. I know they have them, rank by rank and book by book in the industry, by agencies, by timebuyers, by ANYBODY whose ANYBODY in radio and television today! I know . . ."

My boss cried, "But, Mary, I didn't mean to . . ."

"Shut up!" hollered my mistress.

My boss shut up.

My mistress continued—or ordered– "You, Harold Cabot Frund, call BROADCASTING•TELECASTING tomorrow morning. You ask for the IPOR—got it?—survey. You ask for the American Research Bureau study which ranks BROADCASTING•TELECASTING as the favorite news medium and the most-read publication in its field according to such people as N. W. Ayer, American Tobacco Co., Lever Bros. and nearly three hundred other people."

Mary stopped for a moment. Then . . .

"You ask BROADCASTING•TELECASTING to *prove*

a. Why it's the best tv advertising medium for anyone to reach anyone in tv.

b. Why it's read most by more people for tv and radio news.

c. Why any advertising placed in its sparkling pages makes people jump to attention—more attention than that created by any other magazine in the industry."

d. Tell them. . . ."

Here my mistress signed off and had to pause for breath. But she said again . . .

"Harold Cabot Frund, this may bust us up, but you're a dope. I'm only," she sneered, "your housekeeper and cook and the woman who makes sure your breakfast's prepared, but even *I* know the power and impact of that darn old B•T!"

"But, Mary . . ."

"Never mind 'But, butting *me*! Get the facts. B•T's packed with 'em. Even *I* know that!'

My mistress looked Harold up and down for a moment, checked the stove, sighed and then said . . .

"C'mon, Honey, have your dinner."

BROADCASTING • TELECASTING

1735 DeSales St., NW. Washington 6, D. C.

P.S. Anything said by Mary regarding statistics *on* B•T *can be proven post-haste by merely dropping us a letter or card. If you're more than eager, call ME 8-1022.*

*International Public Opinion Research and American Research Bureau did the dazzling jobs.

NETWORK, AFFILIATES READY PLANS FOR MUTUAL'S JAN. 18-19 SESSIONS

Pre-convention atmosphere is one of good will. Foremost on agenda: the once-deferred, much-discussed compensation plan.

MBS executives and delegates representing the network's affiliates will meet Jan. 18-19 at Buena Vista Hotel, Biloxi, Miss., to swap ideas about the long-discussed program-time exchange formula.

The convention meets in an atmosphere of good will, with affiliates anxious to hear details of the new compensation formula, a marked departure in network procedure, according to Victor C. Diehm, head of the Diehm stations in the Northeast and chairman of the Mutual Affiliates Advisory Committee.

Affiliates will control the convention agenda, Mr. Diehm said, giving MBS executives adequate chance to explain the proposed new formula and to answer questions. The formula was sidetracked last Nov. 5 at a meeting of the MAAC group.

Members of the MAAC committee are paying all their own expenses, as are delegates, according to Mr. Diehm. The network will pick up the check for two luncheons and a hospitality room. Convention arrangements list a full program for delegates' wives, including a trip to the famed Bellingrath Gardens on the Gulf Coast.

The new affiliation concept was developed by the MAAC last summer and submitted to the network. In essence it specifies that affiliates get their payments from the network in the form of free programs for local sale rather than in dollars. Its early testing last fall became snarled in the WOR New York strike along with objections from some affiliate groups [B•T, Oct. 26, Nov 5, 1953].

Top Officials Invited

Top MBS officials led by Thomas F. O'Neil, president and chairman of the board, have been invited to the convention and will take part in the program along with members of the MBS board [B•T, Jan. 4]. They will explain details of the compensation formula, review features of the new program lineup and answer questions.

Mr. Diehm predicted at least 300 stations will be represented at the Biloxi meeting, perhaps more, including large and small stations alike. The compensation plan is based, according to MAAC members, on the theory that the programs would strengthen station schedules materially and provide attractive adjacencies.

The convention program will be opened at 9:15 a.m. Monday, Jan. 18, by Mr. Diehm as MAAC chairman. He will introduce MBS personnel. Herbert Rice, MBS vice president in charge of programs, will be the first speaker. He will be followed by Bert Hauser, vice president in charge of co-ops, who will handle that side of the discussion. Mr. O'Neil will report at 11 a.m. as network president. The afternoon will be devoted to sales and sales promotion, winding up with a closed meeting of affiliates. Lanny Ross will be m.c. of a dinner program.

A question-answer session will be held Tuesday morning with Mr. O'Neil designating network officials to answer questions to be prepared by delegates. The MAAC group will hold a Sunday evening meeting in advance of the convention.

'Meets Critics' Returns

THE PROGRAM, *Author Meets the Critics*, returns to DuMont Tv Network [CLOSED CIRCUIT, Nov. 9, 1953] on Jan. 17 after a six weeks absence. It will be seen Sunday, 7-7:30 p.m. Program is produced by Martin Stone, president, Kagran Corp., New York. Protests by viewers, *New York Times* radio-tv editor Jack Gould and others were voiced when the program was dropped. Virgilia Peterson, author and literary critic, will serve as moderator for the series.

WNEM-TV Saginaw-Bay City, Mich., with target date Jan. 24, signs NBC-TV affiliation. The pactmakers (l to r): William Meyers, secretary, and James J. Gerity Jr., president, North Eastern Michigan Corp., licensee, and Sheldon B. Hickox Jr., NBC station relations director.

Lower to Head CBS-TV News, Public Affairs in Washington

ELMER W. LOWER, CBS-TV director of news in Washington, has been named Washington director of news and public affairs for the network effective immediately, Sig Mickelson, CBS-TV news and public affairs director, announced last week.

Mr. Mickelson also reported that, effective yesterday (Sun.), William Corrigan becomes Washington Newsfilm manager for CBS-TV, and Donald W. Richardson, CBS-TV Washington correspondent, succeeds Mr. Corrigan as syndication manager for Newsfilm in Washington.

Mr. Lower succeeds Bill Wood, who resigned to become manager of WQED (TV), educational station in Pittsburgh [AT DEADLINE, Dec. 7, 1953]. In addition to his network duties, Mr. Lower will be news director for WTOP-TV Washington, CBS-TV affiliate in which CBS owns a minority, non-voting interest.

Mr. Lower, who became CBS-TV news director in Washington last September, formerly was assistant director of the Office of Public Affairs, U. S. High Commissioner for Germany, at Bonn, and before that was a correspondent for *Life* magazine for seven years in Los Angeles, Paris, and the Far East, and previously served on the staffs of the AP and UP in Washington, New York and Chicago.

MUSICIANS SIGN 5-YEAR CONTRACT

AGREEMENT on a five-year contract covering recording musicians was reached last Wednesday by American Federation of Musicians (AFL) and the record manufacturing industry, James C. Petrillo, AFM president, and Milton R. Rackmil, representing the record manufacturing industry, jointly announced.

Details of the agreement will not be announced pending completion of the contract, which will cover both wages and working conditions for musicians in the recording industry. The statement also said recording companies had agreed to make additional contributions to the music performance trust fund. It was noted the agreement ended any strike threat that existed when the previous contract expired Dec. 31, 1953.

Negotiations for a new contract with the radio and television networks tentatively are expected to begin about Jan. 15. The current contract expires Feb. 1.

The union reportedly sought a two-year contract with an estimated 30% boost in wages, while manufacturers had countered with a five-year contract offering a 10% increase for the first two years and another 10% for the next three years. It was believed that a compromise arrangement was reached.

Announcers Threaten Strike At Six San Diego Stations

STAFF announcers of six San Diego am and tv stations last week unanimously rejected wage offers by the management and authorized the AFTRA national board to call a strike against any and all stations after the present union contract expires Feb. 1.

The original union demand was a flat $115 a week for all staff announcers, regardless of their experience. The management offered $86 weekly after 12 months. San Diego announcers now get $72 weekly for beginners and $80 weekly after 20 months experience.

Negotiaters from AFTRA and KFSD-AM-TV, KFMB-AM-TV, KCBQ and KGB met Jan. 5, with the union asking a compromise of $100 weekly for all staff announcers. No agreement was reached.

Screen Extras Get Boost

MAJOR motion picture producers and the Screen Extras Guild have negotiated a revision of their collective bargaining agreement giving extra players a 5% increase in pay scales and improved working conditions.

Effective Jan. 2 for four years, the revised contract increases scales for daily general extra work from $18.50 to $19.43; dress extras, riders and dancers from $25 to $26.25, and stand-ins, $17 to $17.85. Auto allowance is increased from $7.50 to $10, with a special business adjustment from $6.75 to $7.08. Either the Assn. of Motion Picture Producers or the guild can re-open contract negotiations on Jan. 2, 1956.

Wedlock Leaves TWA

THE RESIGNATION of Hugh Wedlock, western region president of Television Writers of America, because of a "heavy writing schedule" has been accepted by the group. Ben Starr, vice president, assumes Mr. Wedlock's post. Nathan Monaster, board member, becomes vice president under TWA by-laws while Sol Stein remains secretary-treasurer.

BROADCASTING
TELECASTING

TV FILM features

PARAGON PLAYHOUSE

will point your sales up!

A quality program that *proved* a quantity sales-producer was "Douglas Fairbanks Jr. Presents," record-breaker in over 120 markets. Now, with Walter Abel as host, it is available to you as "PARAGON PLAYHOUSE."

Look at the record "PARAGON" will bring to you:

Highest average rating of all shows — Pulse Multimarket ratings for syndicated programs (from start of that service through Oct. 1953).

"Highest score of any dramatic series tested to date"—Schwerin Research Corp. (Mar. '52).

Excellent ratings against tough competition— ARB. New York: up to 25.4, audience share up to 62% vs. 6 stations. Boston: up to 19.1, share up to 49% vs. Studio One. San Francisco: up to 26.5; share up to 50% vs. Jackie Gleason.

"PARAGON PLAYHOUSE" was produced by Douglas Fairbanks Jr., who stars in 9 of the 39 episodes. As a re-run, with host Walter Abel, it will reach even greater audiences at *far lower cost per thousand.* And "PARAGON" offers each sponsor a brand-new, full-scale campaign of hard-hitting merchandising and promotion. Phone, wire or write *today!*

NBC FILM DIVISION

NEW YORK, CHICAGO, LOS ANGELES

Serving All Sponsors...Serving All Stations

For the first time on *any* screen—even before your local theatres, TV will *premiere* this outstanding series of feature length motion pictures.

HERE is a programming idea so sound, so big, so merchandisable, that 22 leading TV stations signed for the series of 26 pictures from the first story board.

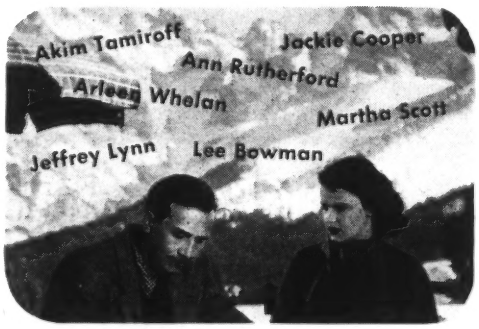
Today leading stations, advertisers and agencies in 30 cities are building advertising and merchandising campaigns around this outstanding series produced for Vitapix by Princess Pictures, Inc.

Films are ready for telecasting. 26 in the series covering drama, mystery, comedy and adventure. 70 or 54-minute running time. Black and white, or color. Vitapix uniform national pricing formula. For availabilities and prices phone collect today.

★Watch VITAPIX—a corporation owned by TV stations, producing and distributing TV films.

VITAPIX CORPORATION

New York: 509 Madison Avenue, PLaza 8-3013 • Chicago: 30 N. La Salle St., AN 3-2950
Los Angeles: 8949 Sunset Blvd., CR 1-7191 • New Orleans: 3190 De Saix Blvd., Valley 1837



Big Name Stars

Top Writers and Producers

features

- **A nation-wide B•T survey shows how much tv stations and networks depend upon film. Page 78.**
- **Where should film be made? The case for New York, Page 80. The case for Hollywood, Page 81.**
- **Tips on how to handle film without damaging or dirtying it. Page 89.**

film maker

Armand L. Schaefer

THE old cry, "there's gold in them thar hills," might still be echoing at Placeritas Canyon Ranch, Newhall, California. Site of an early gold discovery, the 50-acre tract has been turned to tv film production by Armand L. Schaefer, president in charge of all production for Flying A Pictures, Range Rider Productions, Annie Oakley Productions and S.H.A. Co.

A pioneer in motion picture making, Mr. Schaefer got his start as a result of a conversation with Roy Del Ruth, while he was washing the director's car in 1924. Mr. Del Ruth got Mr. Schaefer a job at Mack Sennett Studios as a member of the prop gang.

From there he went to Christie Comedies as property man, electrician and actor, later joining Mary Pickford Productions.

Once launched in his chosen profession, the soft-spoken Mr. Schaefer held posts as assistant director and production manager for various independent companies until 1932 when he started on serials and westerns with such stars as Tom Mix and Rex Bell.

In 1934 he produced the first Gene Autry serial, "The Phantom Empire," for Mascot Pictures (later absorbed by Republic Pictures). He then not only produced the first 16 Gene Autry features, under the Republic banner, but as "Allan Ludwig" wrote the initial one, "Tumbling Tumbleweeds." This motion picture is credited with having set the pattern for subsequent musical westerns. Later, at Republic, he was executive producer on Roy Rogers westerns.

When Gene Autry Productions was formed in 1947, Mr. Schaefer became president of the firm and has since produced 32 feature westerns for Columbia Pictures release. He took the next logical step in 1950 when William Wrigley Jr. Co., which has sponsored Gene Autry on CBS Radio for 14 years, asked the Schaefer-Autry combination to produce six half-hour tv films.

With a video film series starring "America's Favorite Cowboy" on the air, syndicated by CBS-TV Film Sales, Flying A Pictures became its own competitor when, in 1951, *Range Rider* was developed and made a CBS-TV film package. In 1952, Pacific Coast Borax, through McCann-Erickson, commissioned a video film version of its successful CBS Radio *Death Valley Days* series. Early in 1953, Messrs. Schaefer and Autry and business associate-agent Mitchell Hamilburg, conceived *Annie Oakley* on a speculation basis. That their faith in the salability of a cowgirl series has paid off was evident last week when Canada Dry assumed an alternating weekly sponsorship.

Mr. Schaefer currently is personally producing six half-hour films for the ABC-TV *Cavalcade of America* series. This, he hopes, is the start of an expansion program which will augment his firms' current schedules with different types of product.

To date he has completed 78 *Gene Autry* films for Flying A, 30 *Death Valley Days* films for S.H.A. and 78 *Range Rider* shows for Range Rider. In production are 26 films of *Annie Oakley* for Annie Oakley, 13 of *Death Valley Days* and six of *Cavalcade of America* for S.H.A.

A subject of intense interest around the Flying A building in Hollywood, which houses business offices, cutting rooms and a sound stage, is the experimental *Death Valley Days* color film, which is being processed by Technicolor in that firm's first tv film assignment.

Mr. Schaefer was born in Tavistock, Ont., Aug. 5, 1898, later moving to Spokane and then to Los Angeles. He served in the Army Tank Corps in World War I.

He and his wife, Audrey, have been married 26 years, have one daughter, Jill, and live in suburban Encino. An avid sportsman, twice a year he hies himself to the mountains for fishing.

B•T again surveys tv stations to find out how much time is occupied by network, film and local live programs in an average week.

How Important Is Film?

NON-NETWORK film programs are occupying a slightly higher share of the program time of interconnected network tv stations, totaling 29.7% of air time compared to 27.3% last summer, according to the second industrywide television film survey conducted by B•T.

The survey is based on questionnaire returns from 41% of the tv stations on the air. The averages are applicable to the total of 322 stations in operation during the week of Dec. 6 when the survey was conducted. They compare with a similar survey conducted in late June [B•T, July 13, 1953] when roughly 190 tv stations were in operation.

Principal programming change during the half-year period between the two surveys occured in the number of operating hours per week. Here the fast growth in the number of new stations, particularly in smaller markets, was reflected in reduced average air time. When 190 stations were operating last June, those in the interconnected network group averaged 93 hours 34 minutes on the air per week. Within a half-year this average figure dropped to 79 hours 40 minutes.

The survey data show the ratio of coaxial cable or microwave programs telecast by interconnected network affiliates in comparison to network kine films. They reveal the percentages of local live and non-network film programs for interconnected and non-interconnected affiliates, and non-network stations, with breakdowns of film offerings by theatrical and specially-made-for-tv types.

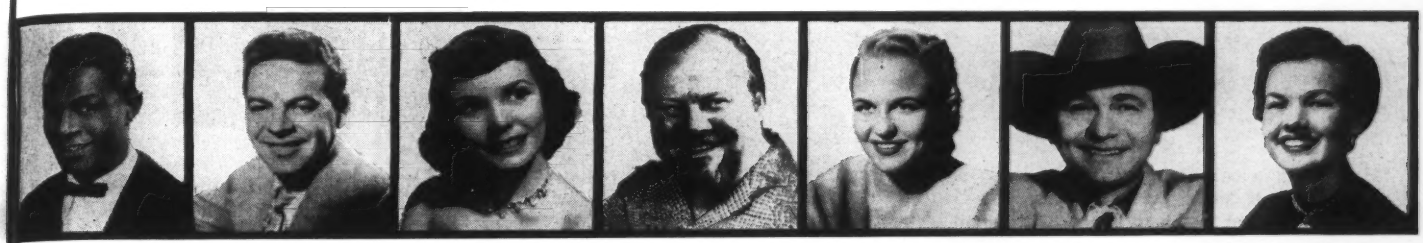
In analyzing the survey results for network affiliate and non-affiliate stations it was found that all types use considerably more theatrical-type films than films specially

(Continued on Page 88)

This chart shows time and percentage of total weekly operating hours devoted by average interconnected affiliate, non-interconnected affiliate and non-network station to network, film and local live programs. Red figures are for typical week last December, black for week last June.

		Interconnected Network Affiliates		Non-Interconnected Network Affiliates		Non-Network Stations	
		No. Hours Per Week	% of Total Hours on Air	No. Hours Per Week	% of Total Hours on Air	No. Hours Per Week	% of Total Hours on Air
NETWORK ORIGINATED PROGRAMS	Total Network Programs	39:31 48:11	49.6% 51.6%	11:12 12:37	24.0% 23.4%		
	Off Coaxial Cable or Microwave	31:57 37:42	40.1% 40.4%				
	Kine	7:34 10:29	9.5% 11.2%	11:12 12:37	24.0% 23.4%		
NON-NETWORK FILM PROGRAMS	Total Non-Network Film	23:38 25:37	29.7% 27.3%	22:34 29:01	48.3% 54.2%	18:51 31:00	52.6% 60.8%
	Specially Made for Tv	9:48 9:27	12.3% 10.2%	8:33 11:41	18.3% 21.5%	7:36 8:43	21.2% 17.7%
	Made for Theatrical Showing	13:50 16:10	17.4% 17.1%	14:01 17:20	30.0% 32.7%	11:15 22:17	31.4% 43.1%
LOCAL LIVE PROGRAMS		16:31 19:46	20.7% 21.1%	12:55 11:53	27.7% 22.4%	17:01 19:57	47.4% 39.2%
Average Total Hours and Minutes On Air Per Week		79:49 93:34		46:41 53:31		35:52 50:57	

LET THESE TOP MUSICAL STARS PUT AND KEEP YOUR TV STATION ON A PROFIT BASIS . . . FROM YOUR VERY FIRST DAY!



Nat "King" Cole | Les Brown | Teresa Brewer | Burl Ives | Peggy Lee | Tex Ritter | Gale Storm

These are but a few of the top-name artists who make the STUDIO TELECRIPTIONS Musical Library the most versatile and profitable film buy your TV Station can make.

And here's why . . . there's no limit to the number of different programs you can "build" with these new three-minute musicals, produced especially for TV. Now you can program everything from musical variety and dance programs to disc jockey shows . . . at an unbelievably low monthly cost!

What's more, these are programs you can sell to budget-minded local advertisers at prices they are ready to pay . . . programs that will keep your station on a profit basis! Just ask the 125 TV Stations throughout the country who are winning audiences and sponsors with STUDIO TELESCRIPTIONS.

And to make your selling job even easier, Studio Films provides you with complete programming and merchandising services . . . including audition reels, scripts, film synopses and background material, program ideas, promotional and publicity kits, news releases and photos.

For the complete story, just pick up your phone and . . . CALL COLLECT: OXford 7-2590.

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380 MADISON AVENUE • NEW YORK 17, N. Y. • OXFORD 7-2590

exclusive distributors of Studio Telescriptions

S F

WHERE SHOULD

THE CASE FOR NEW YORK

by Don McClure

Mr. McClure is associate producer with Owen Murphy Productions Inc., New York. He was formerly director of radio and tv production for McCann-Erickson and before that director of tv for N. W. Ayer & Son. In the thirties he served a stint in Hollywood as director of RKO Pictures' short subjects department. Later he was writer-director on the Bob Ripley *Believe It Or Not* radio show.

THIS is not a call to war between Hollywood and New York film producers. It is a sincere attempt to focus the spotlight on facts, evaluate creative ability and production facilities. In spite of 3-D, Hollywood has become known as the film capital of the world. Some of our best films are produced on the West Coast.

Is is only fair that we go back and look at films for tv from the beginning. In the mid-forties, commercial tv was being encouraged and experimented with in the East—mainly New York, Philadelphia, and Schenectady. In a much lesser fashion—Chicago, Detroit and Los Angeles.

In spite of the great flood of votes for "spontaneity"—tv as it happens—it soon became obvious that films for commercials were a must. Films offered a guaranteed standard presentation of the sales message. Demonstrations could be assured of working. The best techniques could be perfected, refined and developed so as to be presented time after time in the same way.

Start in East

With the major advertisers and their advertising activities centered in the East, and having their agencies on Madison Avenue and with New York and Philadelphia offering the opportunities for film, it was logical that the first commercials originated in the East. The rating services, research and evaluation services were also available in the East. These are familiar sounds and yardsticks to sponsors and advertising agencies. No fault of Hollywood's but the majority of tv sets were also in the East's most populated cities. Sales techniques were developed and perfected under close supervision of the client, agency and film producer.

Hollywood as a film center, as late as 1950, refused to admit to tv. In fact the major studios still turn their backs on the 26 million home tv sets as a serious competitor to their theatres.

On the other hand, the independent film producers felt the tv squeeze early. People weren't going to the movies. Production was down. Most West Coast independent film producers have over the years also dealt in all forms of audio-visual aids—training films, public and industrial relations aids. Tv commercials were a natural and the West Coast film producers came East in droves to explore this new field of income. To document their claims for consideration, they told only half-truths. The sales pitch went along these lines.

1. We are the film center of the world.
2. The cinema stars live on the West Coast.
3. The top technicians and artists are here in abundance.
4. We have standing sets over most of Southern California.
5. We have sunshine a great percentage of the year.
6. Prop houses are here in abundance and have been supplying films for over 50 years.
7. Film laboratories are geared to meet our needs.
8. We work a six-day week.
9. It's much less costly and simpler to have your tv film show producer produce your commercials for insertion into the program.

These are very poignant arguments until the case for the East is examined.

1. The majority of tv's clients are or have offices in the East.
2. Most of the advertising agencies using television are in the East or have supervision there.
3. Radio and tv networks' master control is in New York. Most plans and operations also originate in the East.

With networks and advertising plans, production supervision and research centered in the East, while the West Coast claims creative and technical know-how—how to truly evaluate each is our job. Let's face facts—budget, profit and loss. Here is one of the many case histories. Management of the advertising fraternity looks at the ledger and shudders.

Client A

Insists upon Hollywood star endorsement of its product. Snob appeal and name association are expected to create the urge to buy.

BUDGET: $36,000

COMMERCIALS: six 1:40-minute commercials, six 20-second commercials, one 15-second sign-on, one 15-second sign-off.

Agency commission: 15%	$5,400
Agency out-of-pocket expenses:	
1. Head of film department—six weeks in Hollywood	$2,000
2. Copy chief—four weeks	$1,200
3. Group head—one and a half weeks	$1,500
4. V.P. account executive—two weeks	$1,000
Total	$5,700
Agency loss	$ 300

These figures do not take into consideration the loss to other accounts due to absence of the heads of departments. How can you stay in business with this kind of red ink? You can't very long. Top management in agencies is naturally becoming alarmed at this trek to Hollywood.

Let's eliminate panic and sincerely examine the sales pitch from Hollywood.

Hollywood says:

1. We are the film center of the world.

New York says:

Motion pictures were developed in the East. Continued development, new techniques are constantly going on in the East and being passed on to Hollywood.

Hollywood says:

2. The cinema stars live on the West Coast.

(Continued on Page 82)

FILM BE MADE?

THE CASE FOR HOLLYWOOD

by Guy V. Thayer Jr.

Mr. Thayer is vice president in charge of production of Roland Reed Productions, Hollywood. He has supervised the making of film commercials for such advertisers as U. S. Steel, Westinghouse, Standard Oil Co., International Silver, Ford Motor Co., Canada Dry and others. He also supervises production of such shows as *My Little Margie, Beulah, Trouble with Father* and *Rocky Jones, Space Ranger.*

HOLLYWOOD is the place where motion pictures for television can be made with the greatest efficiency and economy. Television is motion pictures with a single difference. In tv the screen is not in a theatre down the street, but in the living room of the American family.

The diehards who continue to insist that New York is the logical center of telefilming have a strange way of thinking.

Hollywood has been the motion picture capital of the world for 40 years. It moved here because of the year-round outdoor filming and because space was available.

Efforts have been made to establish motion picture centers in Florida, Arizona, Santa Barbara (Calif.) and elsewhere, but Hollywood has steadily grown and flourished.

One reason for this growth lies in the fact that the stars prefer to live in Southern California. It's true with the lesser known talent. It always has been true that the studio with the most stars made the greatest number of successful pictures. Since the stars insist on living here, this is where most of the pictures will continue to be made.

Efficiency, Economy

Let's look at the situation from the efficiency and economy points of view. The New York studios are in lofts in congested areas. In many instances the sets are built far from the studios. They then are transported in sections by trucks through congested highways and streets to a building where they are unloaded and put into elevators or placed on top of them, to be taken up to the floor where the tv film is to be made.

The set parts are taken from the elevator, assembled and used. The space that set occupies must be cleared immediately after the show is over to make way for another show. Therefore, as soon as the film has been shot, the set must be disassembled, sent down on the elevator, loaded on trucks and returned to its starting place.

It doesn't require a master mind to do a little arithmetic and come up with the answer—excessive costs.

In Hollywood a set is built in the mill which is right in the studio, placed on dollies and hauled into a huge sound stage. After it has been used it is not destroyed, but stored for future, economical use.

One of the economies we effect at Roland Reed Productions concerns sets. With less than an hour's work the sets of *My Little Margie,* sponsored by Scott Paper Co. on NBC-TV, are converted into the sets for the syndicated *Rocky Jones, Space Ranger.* There is no change in lighting and thus electrical costs are cut. Likewise, the sets for *Trouble With Father,* sponsored on ABC-TV by General Mills, and the syndicated *Beulah* are interchangeable. We save the expense of bringing in crews to wreck sets and build new ones.

The *My Little Margie* unit makes three or four pictures in succession. Then we give the players a needed rest and go ahead with three or four *Rocky Jones* films, using the same crew, changing only the director. Our crews develop such teamwork that if a new grip or sound man joins the unit it takes two or three days to regain its momentum.

In many ways most New York producers actually are jobbers. They sublet set construction to one company; another does the costumes, with still another doing the titles, editing and so on down the line. In Hollywood, however, there are a number of film-making plants called studios. Within the walls of a studio—under a single roof so to speak—are all the facilities needed for making tv pictures.

Our company headquarters at the Hal Roach Studios, is a complete 20-acre film making plant.

One of our shows, the above mentioned *My Little Margie,* starring Gale Storm and Charles Farrell, costs $18,500 per half-hour film. The same show couldn't be made away from a Hollywood studio for less than $28,500.

Every operation in the production of these shows is accomplished within the studio gates with the single exception of the developing of the film.

The lot includes the mill, carpenter shop, blacksmith shop, tin shop, paint shop, draughting department, men's and women's wardrobe departments, prop shop, miniature department, special effects department, title department, sound department, camera shop, still lab, landscaping department, plaster shop, electrical department, script department, transportation department, research department, commissary, street sets —everything.

Nothing we could possibly need in the making of a tv motion picture is farther away than the telephone. A Mississippi steamer, 500 Indians, a swaybacked horse, 40 skilled swordsmen, a 1914 Buick—all are available on an hour's call.

There are hundreds of the best directors, writers and technicians in the industry too —almost at a moment's request.

A year ago Westinghouse asked us to make a picture featuring its new line of home appliances. The cast included James Mason, Percy Kilbride, Lucille Ball, Andy Devine, Maureen O'Sullivan, Marie Wilson and Jerry Colona. The picture was six reels and filmed in Technicolor. We used the largest stage in the studio. The picture cost $150,000. I doubt if it could have been made in any other area for a comparable figure.

I'm convinced too that films for television are going outdoors more and more for backgrounds. Outdoor action is one of the

(Continued on Page 82)

THE CASE FOR NEW YORK

(Continued from Page 80)

New York says:

Less than 1 per cent of the tv commercials use star endorsement. Commercials need actors, and the greatest source of actors is in New York with the stage and live tv.

Hollywood says:

3. The top technicians and artisans are here in abundance.

New York says:

Touche! But most of them are unemployed. However, when more and more tv programs go to film, the artisans and technicians on the West Coast will become just as busy as those in the East.

Hollywood says:

4. We have standing sets over most of Southern California.

New York says:

Commercials sell products, not sets.

Hollywood says:

5. We have sunshine a great percentage of the year.

New York says:

We've added Smist to Hollywood's Smog. If the commercial must have an authentic tropical background—real out-of-doors—then the job stands a better change of being done on schedule in Hollywood.

Hollywood says:

6. Prop houses are in abundance here and have been supplying films for over 50 years.

New York says:

Again, tv sells products, not props.

Hollywood says:

7. Film laboratories are geared to meet our needs.

New York says:

So much propaganda. In tv alone more footage is developed daily than all of Hollywood makes in a month. Eastern labs are tops.

Hollywood says:

8. We work a six-day week.

New York says:

This extra day with no overtime penalty can be most useful in producing tv programs but is a very minor factor in tv commercials.

Hollywood says:

9. It's much less costly and simpler to have your tv film show producer produce your commercials for insertion into the program.

New York says:

This gets into the confusion department. Film editors speak the same language the world over. Give them what they want and both the East and West are on an equal footing.

With the hope of exposing some of the reasons for recommending Hollywood production, may we pass on some thoughts?

1. It's nice to get away from the office and all the red tape for a few weeks.

2. A change in home life can be helpful.

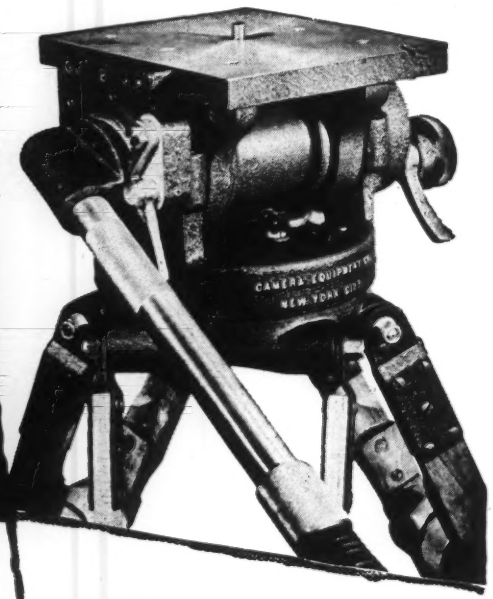
3. After all an expense account always helps when income tax time rolls around.

4. Who doesn't like to be a big shot from the East in Hollywood?

5. Since you are a visiting dignitary from the East, there is a certain amount of entertaining that goes with the visit.

Add up the cost to go Hollywood. Do the end results warrant the whims and double talk of the film department? We suggest you make them spell out the advantages, then weigh the disadvantages, check profit and loss then decide—is it good business?

From Station Break to Feature . . . the NEW "BALANCED" *TV Tripod* is doing a whale of a job every day!



"BALANCED" TV TRIPOD mounted on 3-wheel portable collapsible dolly illustrated.

We THREW THE book away and engineered a brand new "BALANCED" Tripod for every photographic and video need. The result—a revelation in effortless operation, super-smooth tilt and 360° pan action.

PERFECT BALANCE prevents mishap if the lock lever is not applied. Quick release pan handle locks into desired position. Mechanism is enclosed, rustproof, needs no lubrication. Tension adjustment for Camera Man's preference. Built-in spirit level. Telescoping extension pan handle. We defy you to get anything but the smoothest, most efficient operation out of this tripod beauty.

WE CALIBRATE LENSES . . . Precision "T" STOP CALIBRATION of all type lenses, any focal length. Our method is approved by Motion Picture Industry and Standard Committee of SMPTE. Lenses coated for photography. Special TV coating.

WE DESIGN and manufacture Lens Mounts and camera equipment for 16mm — 35mm and TV cameras.

WE RENT AND SERVICE CAMERAS * MOVIOLAS * DOLLIES . . . Complete line of 35mm and 16mm equipment available for rental.

MITCHELL: Standard, Hi-Speed, BNC, NC, 16mm. Bell & HOWELL: Standard, Shiftover, Eyemos. MAURER: 16mm Cameras. ARRIFLEX. MOVIOLA: Editing machines, Synchronizers.

FRANK C. ZUCKER CAMERA EQUIPMENT CO. 1600 BROADWAY NEW YORK CITY

IF YOU WORK WITH FILM . . . It will pay you to get to know us. The country's foremost professionals depend upon our portable, versatile, adaptable equipment.

THE CASE FOR HOLLYWOOD

(Continued from Page 81)

features of our new series *Waterfront* which stars Preston Foster as the captain of a tugboat. Our huge outdoor set, the Los Angeles Harbor, one of the world's busiest seaports, is less than an hour's ride from the studio. Photographic conditions are good approximately 300 days a year.

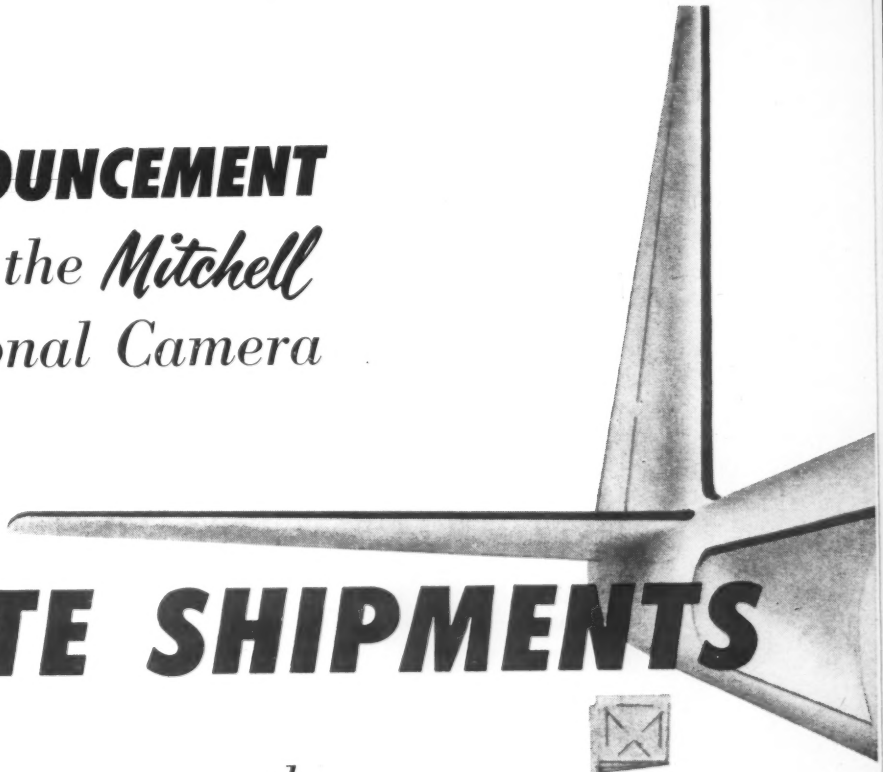
Within three hours of Hollywood are snow topped mountains, rushing streams, deserts, ocean, ranches, lakes and forests. Most of these backgrounds are closer than three hours.

Until eight months ago all shows made by Bernard Prockter were filmed in New York. Then he leased space on the Hal Roach lot. He liked Hollywood picture making so well that recently a syndicate which he heads as president purchased Eagle-Lion Studios for $1,100,000 and changed its name to First National Studios, for the exclusive making of tv film [B•T, Dec. 21].

It's not equipment alone that makes a good picture possible. It's the experienced know-how of the men and women. Many

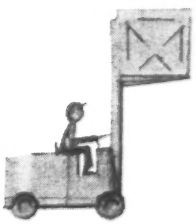
IMPORTANT ANNOUNCEMENT

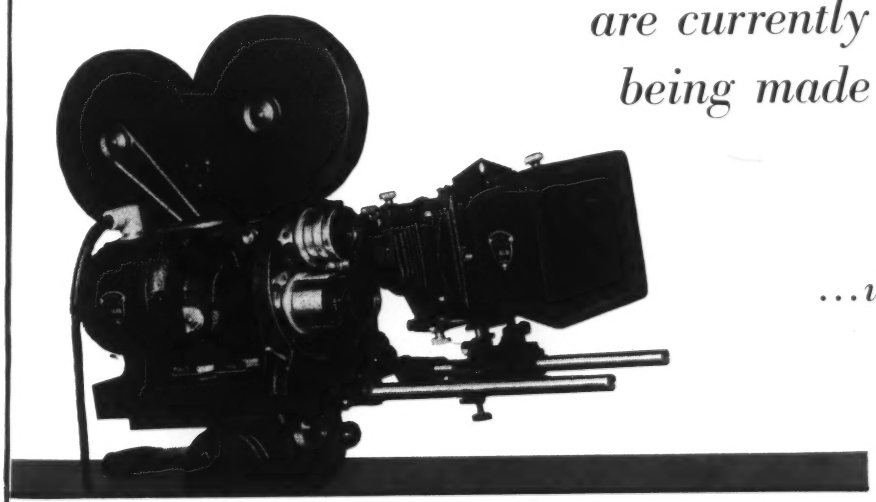
re: the Mitchell 16mm Professional Camera



IMMEDIATE SHIPMENTS

are currently being made





...with this announcement

the Mitchell Camera Corporation, for the first time in history, now offers you shipment of the famed Mitchell 16mm Professional Camera on receipt of your order.

THE CAMERA WITH A HERITAGE

There is no substitute for a heritage of GREAT ENGINEERING. No 16mm motion picture camera made anywhere in the world can match the technical perfection which a Mitchell 16 brings to your film. Each 16mm camera has the same supreme custom workmanship and Mitchell's exclusive, positive operation that is today world-famous ... wherever truly professional films are made.

Mitchell Camera CORPORATION

666 West Harvard Street • Glendale 4, Calif. • Cable Address: "MITCAMCO"

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell

"ADVENTURE OUT OF DOORS"

An Exceptional TV Film Series
ACTION...
ADVENTURE...
EXCITEMENT...
SUSPENSE...
COLOR...

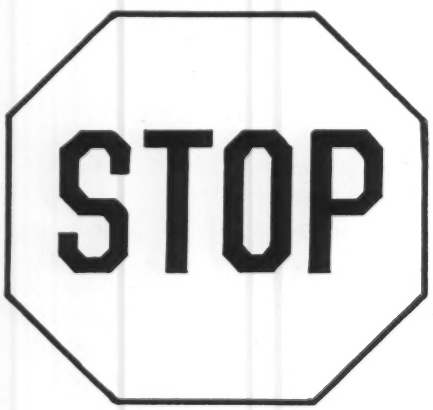
FEATURING: Jack Van Coevering, wildlife editor of the Detroit Free Press

A natural for dynamic merchandising promotion...Filmed in COLOR...to meet the growing color demand.

Each film a complete show. Thirteen unique subjects 12½ minutes each, open ends! A Sporting Series that is a natural for all the family.

ALSO IN PRODUCTION by CORNELL:
A full COLOR golf series, starring golfdom's most colorful, most beloved figure, Jimmy Demaret! (For early Spring release)
More than 150 other shorts available (in COLOR — cartoons, documentaries, etc.) Write for full catalog and further information.

CORNELL FILM CO. 1501 BROADWAY NEW YORK 36, N. Y.



Yes, STOP as the sign says as you go merrily zinging along the highway on a glistening Sunday afternoon. But, remember, 16,230 alert, decision-making agency people and advertisers are going to stop on each page of BROADCASTING•TELECASTING on Monday morning and read its crackling, on-the-spot news and your ad as they pore through BROADCASTING•TELECASTING's informative, sales-making pages.

of the technicians in our company have been practicing their skills for 30 years.

The Fisher body people wanted to reproduce on film the carriage in which Queen Elizabeth was to ride to the coronation. A Midwest company offered to do the job for $150,000. The prop shop and special effects department at Roach put one on film for less than $2,000.

If you want to show a man being shot in the back with a flaming arrow, if you want a replica of the Russian crown jewels on a day's notice, if you want to build a wall in a half-hour and have it look 300 years old, or if you want to show a building in flames and be able to shoot a dozen takes and still have the structure undamaged, such things are done every day in Hollywood and with little or no effort.

There are no agency complications either. The New York home office of the advertising agencies, their Hollywood representatives and the Hollywood producers have been doing business together for several years now. Smooth operation is the result.

Occasionally you'll hear someone remark that "the money's in New York." The money which has financed feature motion pictures for 40 years is also in New York. That has been no problem for the producers making pictures for theatrical release and it is no problem to the telefilm producers.

NEW SYNDICATE SEES TV MIGRATION TO WEST

PRODUCTION of "A" and "B" films for tv is planned by First National Studios Inc., Hollywood, when the new syndicate, which recently purchased Eagle-Lion Studios [B•T, Dec. 21, 1953], puts its scheduled program into operation. Chester Erskine, who has been associated with the *Reader's Digest Theatre* tv film series, has been signed by the studio to supervise the "A" product with president Bernard Prockter supervising the overall production schedule.

That within two years the current group of tv film companies "will be weeded down to eight or ten companies" of a major status, is the opinion of Edward Conne, executive vice-president.

"Ultimately," he added, "instead of the 80 or so distribution companies we now have, there will be two or three major ones. Eventually a few major distributors will cover the entire country, each with 25 or 30 salesmen handling their product."

With First National Studios planning a full-scale tv film production schedule of major proportions, he predicts that the majority of New York live dramatic shows will soon move to the West Coast.

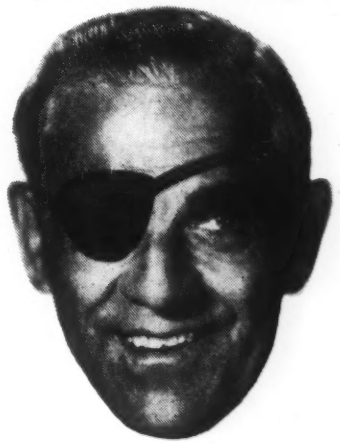
"Now that there are more stations, the advertiser has additional coverage," he continued. "Sponsors are lucky if 50% of the people who don't see it live will watch kinnies. Until now, the advertiser has placed his chief reliance on the New York market, but with these new stations, the advertiser now is thinking in terms of covering as much of the country as is possible. Consequently, he can afford to go to film. Television is a major business and the shoestringers are finished."

3 TOP-QUALITY, STAR-STUDDED SHOWS FOR THE BUDGET-CONSCIOUS ADVERTISER

MYSTERY

BORIS KARLOFF

As Scotland Yard's **COLONEL MARCH**



A fascinating, BRAND NEW half-hour film series of scientific crime detection based on material provided by America's best-selling mystery writer JOHN DICKSON CARR.

Let "COLONEL MARCH" sell for you on a regional or syndicated basis at amazingly low costs! 26 weeks of programming available.

COMEDY

ROBERT CUMMINGS

Starring in **"MY HERO"**

JOHN CROSBY, NOTED TV CRITIC, says "The dialogue, the staging and the production are of a very high order indeed and I see no reason why "MY HERO" can't eventually give "I LOVE LUCY" QUITE A RUN FOR ITS MONEY."

EXCITING RATINGS: Playing opposite a top budget hour variety show extravaganza, "MY HERO" did a spectacular job for DUNHILL CIGARETTES.

39 WEEKS OF HALF-HOUR PROGRAMMING AVAILABLE. Second run in most major markets; first run throughout rest of country.

ADVENTURE

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COMPARATIVE NETWORK TV SHOWSHEET

TELECASTING

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM		Scott Paper Greyhound Nash-Kelvinator Omnibus		Revere Meet the Press alt. Sundays Pan Amer. L
6:15				
6:30	BB Pens Gemex George Jessel Show	Electric Companies Alt. Wks. Prudential Ins. Co. You Are There	Benrus Watch Co. Meet Your Congress	Gen. Foods Roy Rogers F
6:45				
7:00	Skippy Peanut Butter You Asked For It L	Johnson Wax Life with Father		P&G Winchell-Mahoney L
7:15				
7:30	Sweets Co. Tv Teen Club	Am. Tobacco Private Secretary L Jack Benny every 3rd wk		Reynolds Mr. Peepers L
7:45				
8:00	Co-op The Mask	Lincoln-Mercury Dealers Toast of the Town L		Colgate-P-P Comedy Hour L
8:15				
8:30				
8:45				
9:00	Gruen-Carter W. Winchell	General Electric Fred Waring Show L	Clorets & Pharmaceuticals Inc. Rocky King, Detective	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15	B&W. Orchid Award			
9:30	TBA	Bristol Myers Man Behind the Badge L	Larus & Bro. Co. and Carter Products Plainclothes Man	
9:45				
10:00	Hazel Bishop Peter Potter Show	P. Lorillard The Web L	Mogen David Wine Corp. Dollar A Second	P&G Letter to Loretta F
10:15				
10:30	B. Graham Hour of Decision	Jules Montenier alt. wks. Remington Rand What's My Line L	R. J. Reynolds Tobacco Co. Man Against Crime	Man Against Crime R. J. Reynolds F
10:45	Focus			
11:00		Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			*Capt. Video*	
7:15	Amer. Home Prod., News John Daly		*Marge & Jeff*	
7:30		GM-Oldsmobile News L		C. R. Chem A. Murray Party L
7:45	Duffy-Mott Jamie	Chesterfield Perry Como		Camel News Caravan L
8:00		Carnation Burns & Allen (alt.) L Goodrich	Bauer & Black 20 Questions	Block Drug Co. Speidel Corp. (Alt. Wks.) Name That Tune L
8:15	Derby Foods Sky King			
8:30	*Of Many Things* S eff. 1/18/54 Dr. I.Q. Hazel Bishop	Lever-Lipton Godfrey's Talent Scouts L		Firestone Voice of Firestone L
8:45				
9:00	*Junior Press Conference* S	Philip Morris I Love Lucy F	Co-op Feature Boxing with Chris. Schenkel	RCA Victor Show (Dennis Day) L
9:15				
9:30	*The Big Picture* F S	Gen. Foods Instant Maxwell Coffee L Red Buttons Show		Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents
9:45				
10:00	*In Our Time*			
10:15		Westing-house Studio One L		
10:30				Co-op Who Said That L
10:45			*Ringside Interviews*	
11:00		Longines Chronoscope		
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45			*Capt. Video*	
7:00	Amer. Home Prod. ReaLemon-News J. Daly		*Marge & Jeff*	
7:15				
7:30	duPont Cavalcade of America	Amer. Cig. & Cig. Co. News L		Dinah Shore Show Chevrolet L
7:45		Jane Froman		Camel News Caravan L
8:00	No Network Service	Wrigley Gene Autry Show F	Admiral Corp. Life Is Worth Living	Buick, Berle Show (2 of 3 weeks) (8-9)
8:15				
8:30		Pharmaceuticals, Inc. Red Skelton	Benson & Hedges Pantomine Quiz (alt.)	Gen. Fds. Hope Show (3d week) (8-9)
8:45				
9:00	American Tobacco alt. Speidel Danny Thomas Show	Carter Prod. alt. Schick, Inc. This Is Show Business		P&G Fireside Theatre F
9:15				
9:30	U.S. Steel United States Steel Hour alt. with Motorola The Amer. TV Hour	Electric Auto-Lite Suspense L		Armstrong Circle Theatre 9/1 L
9:45				
10:00		Block Drug Danger L		P. Lorillard Judge for Yourself L
10:15				
10:30	American Chicle Swanson (alt. wks.) The Name's The Same L	Alcoa See It Now		Mutual of Omaha, Bob Considine
10:45				
11:00				
11:15 PM				

ABC

	ABC
6:00 PM	
6:15	
6:30	
6:45	
7:00	
7:15	Amer. Home Prod., News John Daly
7:30	Sterling Drug Mark Saber
7:45	
8:00	*At Issue* S
8:15	*Through The Curtain* S
8:30	*Answers for Americans*
8:45	
9:00	TBA
9:15	
9:30	
9:45	
10:00	*Wrestling from Rainbo* L
10:15	
10:30	
10:45	
11:00	
11:15 PM	

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15				
11:30	Local			
11:45				
12:00 N				
12:15 PM				
12:30	Voice of Prophecy Faith For Today L			
12:45				
1:00	*Elmer Davis*			*Youth Wants To Know* L
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00		Arthur Godfrey See footnote for time		General Mills, Fri. Ding Dong School L
10:15				
10:30		*Jack Paar Show* Fri. 10-10:30		*Glamour Girl* L
10:45				
11:00		*Wheel of Fortune* F Fri. 10:30-11:30		*Hawkins Falls* L
11:15		Colgate-Palmolive M-F 11:30-12 N Strike It Rich L		*Three Steps To Heaven* L
11:30				*The Bennetts* L
11:45		Gen. Mills (MWF) Valiant Lady Toni (Tu&Th)		*Follow Your Heart* L
12:00 N				Jergens Bride & Groom L
12:15 PM		Amer. Home All Products Love of Life		
12:30		P&G Search for Tomorrow		
12:45		P&G Guiding Light (M-F) 1-1:15		
1:00		P&G The Brighter Day		
1:15				

SATURDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45	*Animal Time* S			
10:00	Sweets Co. Tootsie Hippodrome			
10:15				
10:30	Brown Shoe Co. Smilin Ed McConnell			
10:45				
11:00	Ralston-Purina Space Patrol	*Winky Dink and You* S	11-11:30 Tom Corbett Space Cadet Int'l Shoe Co. (Alt.) with Secret Files of Capt. Video	
11:15				
11:30	Local	Rod Brown, Rocket Ranger S		
11:45				
12:00 N				
12:15 PM		National Dairy The Big Top L		
12:30				
12:45				
1:00		Gen. Mills The Lone Ranger		
1:15				

SATURDAY

	ABC
1:30 PM	
1:45	
2:00	
2:15	
2:30	
2:45	
3:00	
3:15	
3:30	
3:45	
4:00	
4:15	
4:30	
4:45	
5:00	
5:15	
5:30	
5:45 PM	

THURSDAY

	NBC	ABC	CBS	DuMONT	NBC
6:00 PM				Walter H. Johnson Candy Co. Capt. Video	
6:15				*Marge & Jeff*	
6:30	Coca-Cola Eddie Fisher	Amer. Home Prod. ReaLemon-News J. Daly	Amer. Cig. & Cig. Co. News 7:30-7:45 pm		Dinah Shore Show Chevrolet L
6:45	Camel News Caravan L	General Mills Lone Ranger F	GE Jane Froman		Camel News Caravan L
7:00	GE I Married Joan F	Thor Quick as a Flash	Gen. Elec. Meet Mr. McNutley	*Joseph Schildkraut*	DeSoto-Plymouth Groucho Marx F
7:15					
7:30	Scott My Little Margie F	Sherwin-Williams Pall Mall Ray Bolger Show	Singer Swng. 4 Star Plhs. Weekly	Tide Water Associated Oil Broadway to Hollywood	Borden T-Men in Action F
7:45					
8:00	Krafts Foods Television Theatre L	*Dr. I. Q.* until 1/18/54	Lever Lux Video Theatre L	DuMont Labs What's the Story	Chesterfield Dragnet F
8:15					
8:30		Kraft Foods Kraft TV Theatre	Lever Rinso Big Town F		Ford Theatre F
8:45	Hazel Bishop This Is Your Life L		Philip Morris Philip, Morris Playhouse		U.S. Tobacco Martin - Kane
9:00		Local	Carter Prod. alt. Toni, Inc. Place the Face		
9:15					
9:30					
9:45					
10:00					
10:15					
10:30					
10:45					
11:00					
11:15 PM					

FRIDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15			*Capt. Video*	
6:30	Amer. Home Prod., News John Daly		*Marge & Jeff*	
6:45	General Mills Stu Erwin F	GM-Oldsmobile News		Coca-Cola Eddie Fisher
7:00		Chesterfield Perry Como		Camel News Caravan L
7:15	Lambert Hotpoint (alt.) Ozzie & Harriet F	Gen. Foods Baker's Food Prod. Mama L		Dave Garroway Show Pontiac Dealers L
7:30	Pepsi Cola Playhouse	R. J. Reynolds Topper	*Melody Street*	Gulf Life of Riley 9/18 F
7:45				
8:00	Armour Bristol-Myers Paul Hartman Show	Schlitz Playhouse of Stars L	Serutan Co. Life Begins at Eighty	Simoniz & Amer. C&C Big Story L & F
8:15				
8:30	Sealy The Comeback Story	General Foods Sanka Our Miss Brooks		Campbell Soundstage L
8:45				
9:00	Chevrolet Showroom	Brown & Williamson My Friend Irma	P. Lorillard Chance of Lifetime	Gillette Fights 9/11 L
9:15		American Oil Hamm Brewing Person to Person	Helene Curtis and Carter Products Down You Go	
9:30				Chesebrough Greatest Fights F
9:45		Longines Chronoscope		
10:00				
10:15				
10:30				
10:45				
11:00				
11:15 PM				

SATURDAY

	ABC	CBS	DuMONT	NBC
6:00 PM	*Tommy Henrich Sports Show*			
6:15				
6:30	*Dolly Mack* S			
6:45		*Meet Millie* S		*Mr. Wizzard* F
7:00	Ex-Lax Leave It to the Girls	Sylvania Beat The Clock L		Sunbeam Ethel & Albert L
7:15				
7:30	*Talent Patrol*	Schick Sheaffer Pen Nescafe (Co-Sponsorship) Jackie Gleason Show		*Spike Jones Show* L
7:45				
8:00	*Madison Square Garden Highlights*			Pet Milk Original Amateur Hour L
8:15				
8:30	Bayuk Cigar Saturday Night Fights L	P. Lorillard Two for the Money		
8:45				
9:00	*Fight Talk*	Int'l Silver Alt. Wks. Simmons My Favorite Husband		Your Show of Shows L and All Star Revue (1 out of 4) L
9:15				
9:30	*On Guard*	Chrysler Medallion Theatre	Amer. Chicle DuMont Labs - Col. Humphrey Flack	
9:45				
10:00			10:30 *Wrestling from Chicago*	
10:15			11:05 Boyle-Midway Sports Showcase	
10:30			11:20 Wrestling Resumes	Lucky Strike & Crosley Your Hit Parade L
10:45				
11:00				
11:15 PM				

SUNDAY

	DuMONT	NBC
		Religious Hour Frontiers of Faith L
		American Inventory L
		Amer. Forum of the Air L
		President's Week L&F
		Nature of Things L
		Kukla, Fran & Ollie L
		Excursion L
		Quaker Oats Zoo Parade L
		Hallmark Hall of Fame Hall Bros., Inc. L

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
		Garry Moore Show (See footnote)		
		Campbell Soup Double or Nothing M-W-F		
		I'll Buy That Tu& Th 2-2:30 Sponsored by Seeman Bros. Tu& Th 2-2:15 Only		
		Art Linkletter's House Party (See Footnote) 2:30-3 pm	Paul Dixon Show VCA and River Brand Rice Mills, Partial Sponsors	
		Colgate Big Payoff MWF *Big Payoff* Sust. Tu., Thur.		Kate Smith Hour 9/21 L'
		Bob Crosby Tappan Th' 3:30-45 p.m. American Dairy Asso. Tu, Th 3:45-4 p.m. Englander Fri. 3:30-45 Gen. Mills 3:45-4		P&G Welcome Travelers 9/21 L
		Action in the Afternoon 4-4:30 p.m.		P&G On Your Account 9/21 L
		Gen. Mills Barker Bill's Cartoons W & F 5-5:15 p.m.		*Atom Squad* L
				Pinky Lee Show L
				Howdy Doody

SATURDAY

	ABC	CBS	DuMONT	NBC
			Co-op Pro Basketball	

Explanation: Programs in italics, sustaining; Time, EST; L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

NBC—Mon. thru Fri. "Today" 7-9 a.m., EDT & CDT, 7:15-20 Wed.—Participating sponsors.

Mon. thru Fri. "Kate Smith"; 4-4:15, Mon. thru Thurs. P & G 4:45-5, Mon. Nestle—4:15-30, Tue. Doeskin—4:15-5, Tues. Johnson & Johnson—1:30-45, Wed. Pillsbury—4:15-5, Wed. Gerber—1:15-30, Thur. Penick & Ford—4:30-45, Thurs. Minute Maid—4:45-5, Thur. Simoniz—4:00-15, Fri. Knomark 4:15-45, Fri. Glidden—4:45-5, Fri. Toni.

* Tuesdays, 8-9 p.m., Texas Co. for Berle except every fourth week when Buick sponsors "Circus Hour."

5:30-6 p.m., M-F. Firms listed sponsor Howdy Doody in 15 min. segments.

CBS—M.-Th. Arthur Godfrey Time 10-10:15 a.m. M. & W. Knomark, Tu. & Th. Kellogg.

10:15-10:30 International Cellucotton alt. days with Snow Crop Mon.-Thurs.

10:30-45 M. & W. Star-Kist Tuna—Frigidaire, Tu. & Th.

10:45-11 p.m. M. & W. Lever Tu. & Th. Toni Co.

11-11:15 M. & W. Pillsbury, Tu. & Th. Nat'l Biscuit.

11:15-11:30 M. & W. Liggett & Myers Tu. & Thu. Pillsbury Mills Inc. Godfrey Time M.-Thu. 10-11:30.

Garry Moore, Mon. 1:30-45 Masland & Pacific Mills; 1:45-2 p.m. Hoover; Tue. 1:30-45 Cat's Paw 1:45-2 Pillsbury; Wed. 1:30-45 Swift 1:45-2 p.m. Best Foods; Thu. 1:30-45 Swift 1:45-2 p.m. Norge; Fri. 1:30-45 Converted Rice 1:45-2 Kellogg.

2:30-45 p.m., Thurs.—Green Giant; Tues.—Kellogg

2:30-45 p.m., M., W., Fri.—Lever

2:45-3 p.m., M.-Thu—Pillsbury; Fri.—Kellogg; House Party.

DUMONT—11:30 a.m.-noon, Sat.—Alt. with "Secret Files of Capt. Video"

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HOW IMPORTANT IS FILM?

(Continued from page 78)

produced for tv use. However, interconnected and non-network stations are starting to increase their use of special tv-type film.

Non-interconnected affiliates as well as non-network stations are increasing their local live programming, with corresponding drop in the ratio of film productions. A slight decrease in local live programming is shown at interconnected network stations. At the same time these interconnected outlets have increased their use of non-network films slightly, with no change in the share of programs off cable or microwave.

The percentage of network kinescopes used by interconnected affiliates fell off slightly in the half-year period between the two surveys. It increased a fraction of a percentage point in the case of non-interconnected affiliates.

As was the case in the first survey, interconnected affiliates devoted a much higher share of their operating hours to network-originated programs than the non-interconnected stations. The interconnected stations devoted half (49.6%) of their time to network-originated programs whereas the non-interconnected affiliates gave just one-fourth (24%) of their hours to network sources. There was only slight difference in the trend at each station group during the half-year —a drop from 51.6% in network origination at interconnected stations and gain from 22.4% in the non-interconnected.

Comparison of the number of total hours on the air showed a decline in operating hours for non-interconnected affiliates and non-network outlets, just as was the case among interconnected affiliates. Operating hours, on the average, fell from 53 hours 31 minutes at non-interconnected affiliates to 46 hours 41 minutes in the June-December period. At non-network stations average hours per week fell from 50 hours 57 minutes to 35 hours 52 minutes.

The average interconnected affiliate devoting 49.6% of its total hours to network programs obtained 40.1% from coaxial or microwave sources and 9.5% from kinescope films. Last June 51.6% of the total programming came from network sources, 40.4% from cable-microwave and 11.2% from kinescopes.

The non-interconnected affiliate in devoting 24% of its time to network-originated programs revealed a slight increase over the 22.4% noted a half-year ago.

Use of films by television networks fell off from last June at two networks and increased slightly at a third, according to a separate analysis of origination sources based on figures from the networks themselves. Heaviest film user again is ABC-TV. See chart above.

FILM ON THE NETWORKS

(Figures in roman are for average week of last December. Figures in *italic* are for average week of last June.)

	Total Hours on Air Per Week (Average)	LIVE No. Hours Per Week	LIVE % of Total Hours on Air	FILM No. Hours Per Week	FILM % of Total Hours on Air
ABC-TV	38:15 *28:45*	23:30 *15:00*	61.4% *52.2%*	14:45 *13:45*	38.6% *47.8%*
CBS-TV	71:45 *60:00*	65:55 *52:00*	91.8% *86.7%*	5:50 *8:00*	8.2% *13.3%*
DuMont	27:30 *27:30*	27:30 *27:30*	100.0% *100.0%*	0 *0*	0 *0*
NBC-TV	67:26 *68:00*	53:23 *55:40*	79.2% *81.9%*	14:03 *12:20*	20.8% *18.1%*

ALL-UNION POOL PROPOSED

CREATION of a common pool in which all Hollywood unions and guilds would share percentages of gross receipts from sale of theatrical motion pictures to television is being studied by a Hollywood AFL Film Council special committee, following its proposal last week by independent film producer Robert L. Lippert. He had previously made such a proposal to Screen Actors Guild, but no follow through developed.

Mr. Lippert stated, however, that the independent motion picture producer is entitled to recoup his production costs before the percentage of gross receipts from tv would be turned over to the union pool.

"A person who puts up money for production is entitled to get it back first, and if not through theatrical release, he must get it back from tv", Mr. Lippert said. "When the picture is in a profit position, I personally feel the fair way to take care of what further money comes in from tv receipts is for the unions and guilds to create a pool into which should be paid a percentage. The unions and guilds themselves should decide how that money be split among the members. Any program for tv repayment is one that should be shared by everyone, not any single group."

Screen Actors Guild stopped Mr. Lippert in 1952 from making independent motion pictures in this country when he sold a group of theatrical films to tv made after the SAG Aug. 1948 "cutoff" date. He spent some $11 million in film production from 1946 to the time when halted by SAG, according to his statement.

LET'S KEEP IT CLEAN

Increasing use of film has not been an unmixed blessing for film distributors. One trouble has been that with new customers entering the field, film handling has not always been expert. Here Warren Van Horne, of CBS-Television film service operations, suggests ways to keep film clean and free from damage.

STORY content and production standards of tv film shows have risen considerably in the last few years. But with new and inexperienced stations mushrooming throughout the nation, the physical condition of the average print has greatly fallen behind. Many a viewer might prefer a well-polished film production to a live show, but all agree that nothing is more annoying to the home audience than a good show spoiled by dirt and film scratches.

To often, prints that have run no more than once or twice, are returned to our office scratched and dirty beyond repair. A lot of money is being wasted in supplying new prints to stations, money which otherwise could be spent on new and better productions.

In trying to find the root of this dilemma, I asked a veteran projectionist of one of the major New York theatres what his answer and advice would be. Here is his five-point program:

1. Keep projection booth meticulously clean.

2. Ground all equipment to prevent static from drawing dirt onto film.

3. After each show examine projector carefully for caked emulsion and dirt deposits. One small particle of emulsion caught in the pressure gate might be the cause for many a ruined print.

4. Check machines periodically for burrs, worn sprocket teeth and locked idlers.

5. Report any damage of the film to the distributor.

Handle With Care

We cannot stress enough how important it is that film be handled as little as possible and by trained film personnel only, particularly under the prevailing custom of splicing commercials, station identifications, trailers, etc., into each film show. Cutting tables must be kept clean at all times.

An effective and inexpensive gadget, which assures a cleaner and more enjoyable show, is used by most laboratory technicians. Anyone can make it. All it requires is a piece of black velvet or velveteen 7 by 12 inches. This is folded to make a cushion approximately 4 by 7 inches; the sides are then sewn together. After the film has been inspected and commercials have been inserted, the film should be slid through this pad twice. Very little pressure is necessary. The reward will be far greater than the time spent.

Film distributors carefully examine and clean prints before they are sent out to stations. This service cannot be rendered to best advantage unless the stations adopt the same professional standards in handling film which are practiced throughout the industry.

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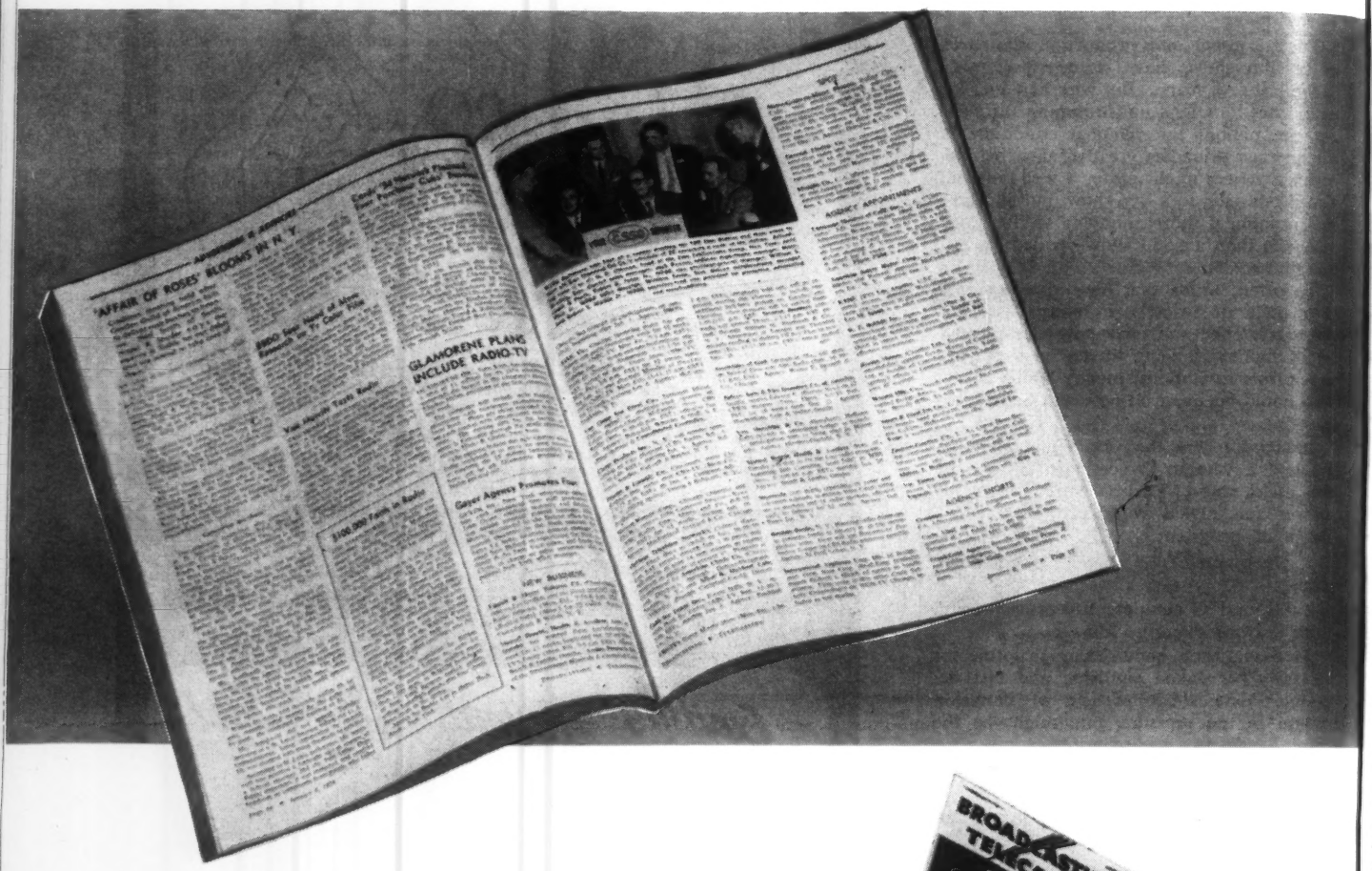

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1735 DeSales St., N.W.
Washington 6, D. C. ME. 8-1022

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

NBC's Berlin Film Lauded

A DOCUMENTARY film produced by the NBC Dept. of News & Special Events, entitled "Berlin—Window on Fear," has been praised by Brig. Gen. Charles F. Craig, commandant of the U. S. Sector of Berlin. Pointing out that the film is being used in the troop orientation program in Western Germany, Gen. Craig wrote to NBC that, in his opinion, the film "portrays accurately and intelligently the development of Berlin from the end of the war until the present time." The film contrasts the east and west sectors of Berlin, showing how Russians removed from their area entire factories, their equipment and even their personnel.

CONCERT SERIES

CBS RADIO is presenting the Philadelphia Orchestra, conducted by Eugene Ormandy, in a series of one hour concert broadcasts (Sat., 6-7 p.m. EST), which started Jan. 2. Music commentator for the series is Eric Hodgins, contributing editor of *Fortune* magazine.

'CHURCH OF YOUR CHOICE'

BILLED as a new departure from religious news programs is the daily 15-minute *Church of Your Choice* series on WBAW Barnwell, S. C. Local clergymen present local news in terms of their church, members, organizations and activities. The idea was developed by Frank Harmon, assistant manager-program director, and has been entered for a Peabody Award.

VACATIONERS KEEP POSTED

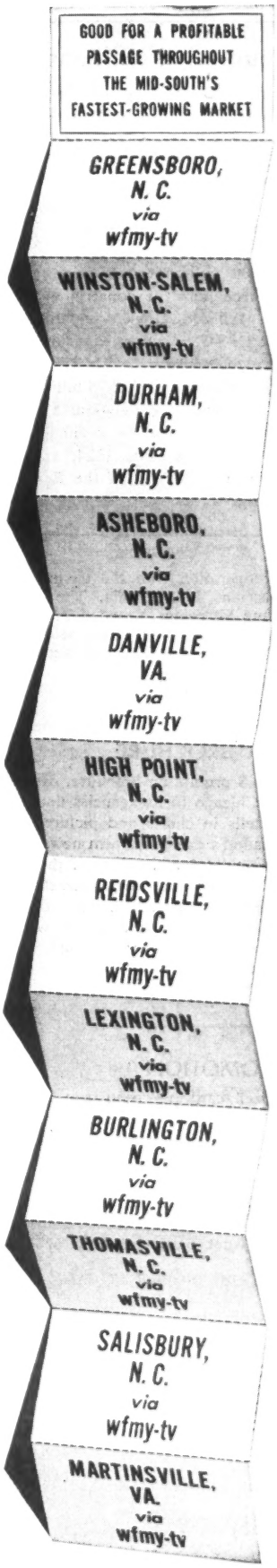
TO KEEP Canadians vacationing in Florida acquainted with local and national Canadian news, five-minute morning newscasts of Canadian items are being sponsored by a Canadian grocery chain, Dominion Stores Ltd., Toronto, on WKAT Miami Beach, and WFLA Tampa, six days weekly. Dave Price, Canadian sportscaster, telephones from Toronto a summary of the day's Canadian news, weather and stock market report to each station, where it is taped and broadcast at 9:25 a.m. on WKAT and 9:55 a.m. on WFLA. The later time for the Tampa station is to accommodate the older generation of Canadians who winter there.

KBID ISSUES REPORT

TV DEALERS in Fresno-San Joaquin Valley area of California have received a special year-end report from KBID (TV) Fresno on progress in getting that station on the air, to assist dealers in sales planning. The report stated that station offices and studios in Fresno civic center are completed, as is the transmitter building on Bear Mountain, 28 miles east of the city. Robert Wesson, general manager, submitted the estimate, based on contractor reports and equipment shipments, that station would be on the air by latter part of January.

YOUNG TALENT

A NEW series of classical music concerts, titled *Young Musicians*, which features talented young students, has been scheduled each Sunday on WFIL Philadelphia from 4 to 4:30 p.m. The series is being presented in the public interest


GOOD FOR A PROFITABLE PASSAGE THROUGHOUT THE MID-SOUTH'S FASTEST-GROWING MARKET
GREENSBORO, N. C. via wfmy-tv
WINSTON-SALEM, N. C. via wfmy-tv
DURHAM, N. C. via wfmy-tv
ASHEBORO, N. C. via wfmy-tv
DANVILLE, VA. via wfmy-tv
HIGH POINT, N. C. via wfmy-tv
REIDSVILLE, N. C. via wfmy-tv
LEXINGTON, N. C. via wfmy-tv
BURLINGTON, N. C. via wfmy-tv
THOMASVILLE, N. C. via wfmy-tv
SALISBURY, N. C. via wfmy-tv
MARTINSVILLE, VA. via wfmy-tv

this is just the ticket to sell the real North Carolina market.

If you want to go places in a profitable way throughout the fastest-growing area of the fast-growing mid-South . . WFMY-TV is ready to cover a lot of ground for you in a hurry.

Your itinerary, via Channel 2, includes a market that's $1,500,000,000 strong in buying power . . home of some of the biggest, best-known names in American manufacturing . . rich with payrolls that stem from a busy combination of industry and agriculture.

When your message travels via WFMY-TV, you're sure of a warm and resultful welcome in television homes all over this progressive region. For more sales in the heart of the mid-South, WFMY-TV is just the ticket!

wfmy-tv

Basic CBS Affiliate — Channel 2

Greensboro, N. C.

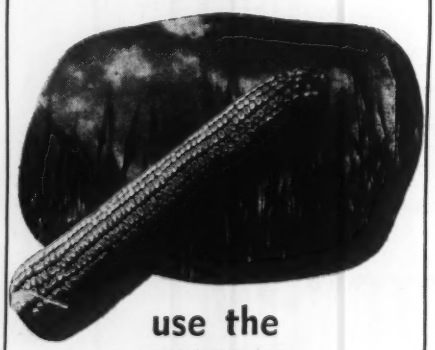
Represented by
Harrington, Righter & Parsons, Inc.
New York— Chicago—San Francisco

Check First

CLEVELAND'S
CHIEF STATION
5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H - R REPRESENTATIVES

WJW
CLEVELAND'S Chief STATION

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW-KCKN
Rep. Capper Publications, Inc.

Eye Counted in Billions

FIGURES compiled by Oscar Katz, CBS-TV director of research, reveal the CBS-TV "eye" has been seen collectively more than 75 billion times since it was introduced more than two years ago as the tv network's trademark for station breaks and program announcements.

The trademark, which is said to be seen about 100 million times daily by televiewers throughout the country, was designed by William Golden, creative director of CBS-TV's advertising and sales promotion department. Network researchers have computed that 75 billion is 31 times the world's population; 135 times the popular votes cast for the major Presidential candidates since 1824, and 50 million times the height of the Empire State Bldg.

by WFIL in cooperation with the Committee for Young Musicians, Philadelphia. The Committee for Young Musicians, founded 21 years ago, has been active in aiding young people in showing their talents to as large an audience as possible.

WGN FARM BROCHURE

A FARM SALES promotion brochure, distributed by WGN Chicago to its agencies and potential clients, tells in charts and pictures the story of that station's extensive farm news coverage. The pamphlet contains lists of the station's farm advertisers and daily market and farm service broadcasts, and pictures of its broadcast personalities. It describes in words and pictures how WGN helped in conducting the "greatest show ever staged in a cornfield," the Illinois and National Corn Picking Contest.

HANDY PROMOTION

A POCKET-sized card has been sent to advertising agencies by WTOP Washington. The card enables an advertiser to translate a Pulse rating into the equivalent number of homes and listeners it represents, can tell a timebuyer if the audience he wants to reach is available or a copy writer what segment of the audience is dominant at what particular time of day.

GOLDEN WEDDING BANQUET

KWED Seguin, Tex., sponsored a golden wedding anniversary banquet for 42 Guadalupe Valley couples who had been married at least 50 years. Henry Lehnhoff, program director KWED, served as m.c. for the promotion, held at the Aumont Hotel in Sequin.

GIFTS FOR NEEDY

WLS Chicago reports many favorable comments in connection with an unusual Christmas gift project it used this year for the first time. Instead of sending personal gifts to local radio-tv trade and newspaper executives, the station sent gifts to individual under-privileged children under the name of the particular executive. Station notified writers of intent to remain anonymous and dispatched roller skates and other toys to children whose names were furnished by Chicago Off-The-Street club. Story of WLS' goodwill gesture was published, however, by the *Chicago Tribune*.

KTXL-TV 'FACT FILE'

KTXL-TV San Angelo, Tex., has distributed a booklet labeled a television "Fact File" which covers all phases of its operation. Pages are devoted to coverage, marketing set count, survey, rates, merchandising, technical, programs, live shows, sponsors and staff and are supplemented by charts, diagrams and pictures.

PREMIUM RESULTS

WHO Des Moines reports excellent response to a scissors premium offer on its weekday morning show *The Kitchen Club*. Within four weeks after the offer, 7,502 women sent the required boxtop and $1 to the station. Of the total requests, 343 came from other states.

KKTV (TV) OPEN HOUSE

MORE THAN 5,000 persons attended an open house staged last month by KKTV (TV) and KVOR Colorado Springs, Colo., marking the television station's first anniversary on the air and its first telecast from a new radio-tv center in the Winfield Scott Block, 512 S. Tejon, in that city.

WAVE INC. WELCOMING

IN A MEETING held mid-December George W. Norton Jr., president of Wave Inc. (WAVE-AM-TV properties), welcomed NBC Spot Sales television salesmen at that station. NBC Spot Sales is the new national sales representative for WAVE, Inc.

Closehand Coverage

WREB Holyoke, Mass., has received commendations from city officials for outstanding community service performed during a fire Dec. 28 which caused damages estimated in the hundreds of thousands of dollars and destroyed a combination business and dwelling block in the city's shopping district.

From WREB studios across the street News Director Warren Craig took a hand microphone to the scene for a running commentary, while Vern Jones, a member of the station's news and special events staff, interviewed some of the 75 people made homeless by the fire. WREB facilities were used by the mayor, police chief and the local Red Cross director to broadcast emergency messages for assistance and cooperation from citizens.

PEOPLE

Advertisers

Raymond N. Bostock, assistant vice president, and **John E. Farrell,** secretary, P. Ballantine & Sons, Newark, named vice presidents.

Earl Schmid, assistant advertising manager, Sears Roebuck & Co., Salt Lake City, named advertising manager.

John B. Daniels, advertising staff, Minneapolis-Honeywell Regulator Co., appointed advertising manager for firm's Canadian subsidiary, Minneapolis-Honeywell Regulator Co. Ltd., Toronto.

J. W. Lawrence, Borden Co. Ltd., Toronto, elected first national president of the Canadian Public Relations Society. **Stuart Richardson,** Northern Electric Co. Ltd., Montreal, subsidiary of Western Electric, elected vice president.

Agencies

Frank Kemp, assistant media director, and **Howard Kuhn,** assistant research director, Compton Adv. Inc., N. Y., elected vice presidents of that agency.

Mr. Kemp

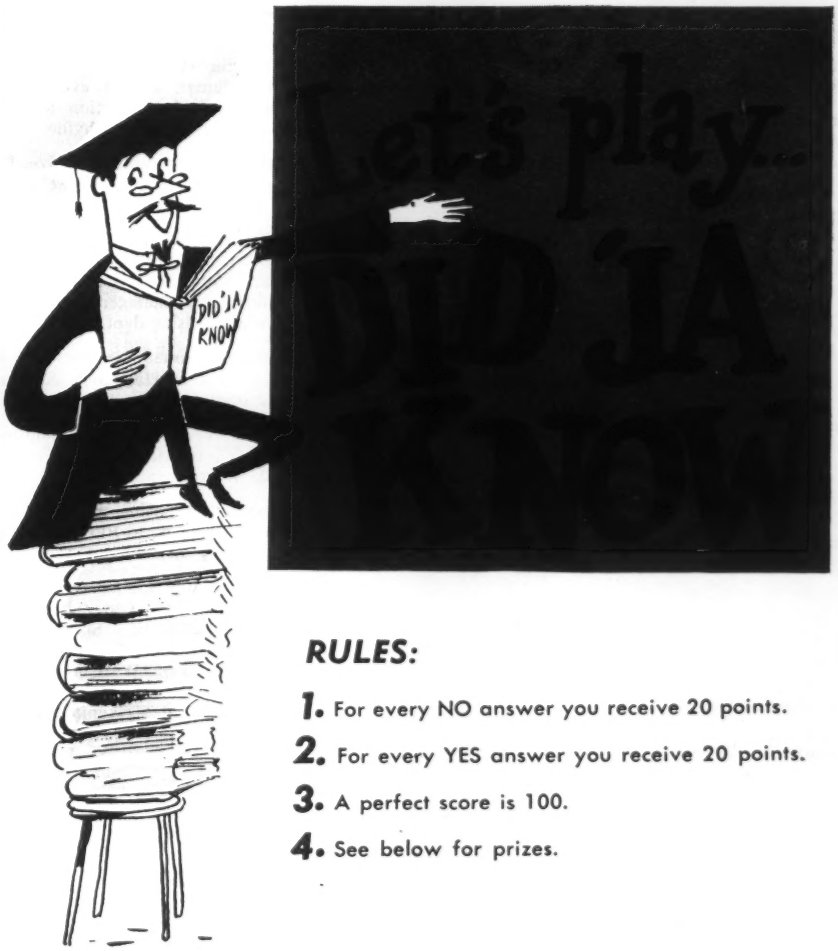
Mr. Kuhn

Clifford E. Bolgard, media director, Sherman & Marquette Inc., Chicago, elected a vice president of that agency.

Lawrence V. Stapleton, director of Florists Telegraph Delivery Assn. account for Grant Adv. Agency, N. Y., elected a vice president.

Leo M. Fremont, account executive, Arnold

VACATIONING Edward Lamb, businessman-broadcaster owner of Pennsylvania, Ohio and Florida radio-tv properties, and his daughter Priscilla go in for skiing at the Mont Gabriel Club in the Laurentian Mountains, Canada.



RULES:

1. For every NO answer you receive 20 points.
2. For every YES answer you receive 20 points.
3. A perfect score is 100.
4. See below for prizes.

DID'JA KNOW **WTRF-TV** will reach over 100,000 television homes?

DID'JA KNOW **WTRF-TV** is a VHF station on Channel 7?

DID'JA KNOW **WTRF-TV** will operate with 316,000 watts visual ERP?

DID'JA KNOW **WTRF-TV** is a primary NBC-TV station and is interconnected?

DID'JA KNOW **WTRF-TV** has a 2,890,000 population within its Grade A and B coverage area?

PRIZE: If your combined YES-NO score is 100 your prize will be the results received from your advertising on:

WHEELING'S ONLY STATION

WTRF-TV

Channel 7 NBC and ABC

WHEELING, W. VA., BELLAIRE & MARTINS FERRY, OHIO
STEUBENVILLE, OHIO AND WEIRTON, WEST VA.

Represented by **GEORGE P. HOLLINGBERY CO.**

M. Niemeyer & Assoc., St. Paul and Minneapolis, elected vice president.

Don Gorder, production manager, W. E. Featherstone Adv. Agency, Salt Lake City, to Gardiner Adv. Agency, same city, as vice president.

Edward Codel, tv director, Joseph Katz Co., Baltimore, and **H. J. Grenthot,** assistant treasurer, named to board of directors of that firm.

Ray B. Collet, account executive, to vice president and manager of Toronto office, Young & Rubicam Ltd., succeeding **W. H. Poole** who is taking over managership of agency's Montreal office.

John Wiley, former manager, Kenyon & Eckhardt Inc., S. F., to Ruthrauff & Ryan Inc., same city, as account executive and member of plan board.

Leslie C. Bruce Jr., Sherman & Marquette, N. Y., and **Lloyd Curtiss Jr.,** Colgate-Palmolive Co., N. Y., to Kastor, Farrell, Chesley & Clifford, N. Y., as account executives.

Mort Sinow, owner of L. A. agency bearing his name, to Clark Collard Adv. Agency, same city, as account executive.

J. L. Quisenberry, advertising manager, Axelson Mfg. Co., Vernon, Calif., to Dan Ebberts Advertising Service, Huntington Park, Calif., as account executive.

John A. Giesy, production manager and account executive, House & Leland, Portland, Ore., to Grant Adv. Inc., same city, as manager.

Roddy Rogers, executive producer and director of tv production, WFIL-TV Philadelphia, named manager, radio-tv production, Ward Wheelock Co., N. Y.

Col. Harold Crellin (U.S.A. Ret.), formerly with Griswold-Eshleman Co., Cleveland, appointed art director and production manager, McDonald & Haggard Inc., Nashville.

Howard M. Trevathan, account executive, Reuben H. Donnelly Corp., Phila., to the contact dept., Gray & Rogers, same city.

Cowl Rider, associate editor, Richmond, Va., *News Leader,* to copy dept., N. W. Ayer & Son Inc., Phila. **Walter R. Avis,** formerly advertising-merchandising manager, Zippo Mfg. Co., to plans-merchandising dept., same agency.

Elizabeth Thompson named director of media for Kiesewetter, Baker, Hagedorn & Smith, N. Y., effective immediately.

Muriel Mack, radio-tv timebuyer, Benton & Bowles Inc., N. Y., to Meldrum & Fewsmith Inc., Cleveland, in same capacity.

Nisma L. Wenger, advertising manager, J. C. Penney Co., Portland, Ore., to Blitz Adv. Agency, that city, as copy writer.

Warren P. Isham, sales manager, California Bench Co., L. A., forms agency bearing his name in Long Beach, Calif. Staff members are **Ralph M. Cissne,** recently released from USAF, publicity; **Martin Wolfson,** Eastman Office Supply Co., Long Beach, art and production; and **Lorraine Harold,** Wilkening Mfg. Co., Philadelphia, office manager. Agency address is 1084 Atlantic Ave. Telephone: Long Beach 358313.

James S. Holme, Arthur G. Rippey & Co., and **Frank Karsh,** Denver Adv. Co., both Denver, named general chairman and public information committee head, respectively, of Denver area Red Cross fund campaign.

Stations

Robert W. Standart, general manager, WITV (TV) Miami, elected vice president in charge of sales.

Carl McIntire, KACY-TV St. Louis, promoted to station director and vice president; **Steve Rowan,** from KTHS Little Rock, appointed news editor, and **Bill Fields,** from WCPO-AM-TV Cincinnati, named disc jockey.

Mr. Beaston

Floyde E. Beaston, sales dept., WNBQ (TV) Chicago, named sales manager. **John Walker,** sales service manager, that station, appointed salesman.

Ed Burch, radio sales representative, KMYR Denver, to sales staff, KOA-TV same city.

Sid Held, commercial manager, KVEN Ventura, Calif., named general manager, replacing **Harry Engel,** who retains financial interest in station but will devote full time to operation of KUAM Agana, Guam. Mr. Engel has sold his interest in Western Radio Sales, Hollywood, station representatives, to **Carl Schuele,** general manager of firm. Western Radio Sales continues at 1540 N. Highland Ave.

Jack Moody, disc m.c., WING Dayton, Ohio, appointed account executive, that station.

Robert J. Sullivan, promotion manager of WOR New York, appointed sales promotion manager of WOR-AM-TV, and **Annette Francis,** formerly with advertising staff of Frederic W. Ziv Co., Cincinnati, has been named assistant promotion manager of both stations.

Willard L. Kline, station manager and sales director, KEPO El Paso, to KLYN Amarillo as general manager.

Tom Johnson, commercial manager, KTOK Oklahoma City, named general manager.

Leo E. Persselin, producer-director, WOI-TV Ames, Iowa, to WBAY-TV Green Bay, Wis., as program director.

Fred D. Shaver, assistant director of program development, WOI-TV Ames, Iowa, to WTRI (TV) Schenectady, N. Y., as program director and production manager.

H. Clifton Rodgers, m.c.-entertainer, WHKK Akron, Ohio, appointed program director.

Rodney Ford, news staff, WAVE Louisville, Ky., named news director, WAVE-AM-TV; **Les Gaddie** named WAVE-TV news editor.

Dick Campbell, program director, KOTV (TV) Tulsa, promoted to station manager.

Red Gardner, producer, WBBM Chicago, appointed staff producer, WBBM-TV.

Fred K. Leo named director of sports, KMYR Denver. B•T, Dec. 21, 1953, listed him as Fred K. Lee.

Glendora Folsom, NBC script service dept.,

NORTHWEST
FLORIDA'S
first
TV STATION
WPFA-TV
CHANNEL 15
Exclusively CBS • DuMont
CONTACT
Adam J. Young, Jr., Inc., National Representatives
OR
F. E. Busby, Vice President & General Manager

Hollywood, named to program dept., WMGT (TV) Adams, Mass.

James F. Clark promoted to news editor, WWJ-AM-FM-TV Detroit.

Jocko Maxwell, announcer, WNJR Newark, N. J., promoted to director of sports.

Jim Hawthorne, former disc m.c. personality, KNXT (TV) and KNBH (TV), both Hollywood, to KTLA (TV) same city, in similar capacity.

Dan Valentine, columnist, Salt Lake *Tribune,* joins Bruce Vanderhoof's morning radio program, KDYL Salt Lake City.

Carleton D. Brown, president and general manager, WTVL Waterville and WRKD Rockland, Me., injured in automobile accident Dec. 16, has been discharged from Johnson Memorial Hospital, Stafford Springs, Conn.

June Valli, recording star formerly with NBC-TV *Hit Parade,* was married Dec. 24 to **Howard Miller,** Chicago disc m.c. and star of WNBQ (TV) Chicago *Close-Up.*

Duff Kliewer, operations manager, WVEC-TV Hampton, Va., father of girl, Linda Elizabeth, Dec. 28.

Phil Alampi, WABC New York farm and garden editor, elected president, Men's Garden Club of New York.

Kay Neumann, hostess of *Kay's Kitchen,* WDTV Pittsburgh, and **Don Comer,** TWA traffic dept., same city, were married.

Red Rowe, host-m.c. on CPTN *Panorama Pacific,* father of girl, Katherine Ann, Dec. 25.

George Bristol, director of advertising and sales promotion for CBS Radio, father of girl, Patricia, Dec. 23.

Film

Frank MacDonald, director of 12 *Annie Oakley* tv films for Annie Oakley Productions, Hollywood, rejoins William F. Broidy Productions, that city, as director on *Wild Bill Hickok* film series and firm's theatrical features.

Vernon Clark, vice president, Gross-Krasne Inc., Hollywood, father of girl, Dec. 24.

Manufacturers

Dick O. Klein, formerly vice president-general manager of Raytheon Distributors Inc., Chicago, named director of marketing for Raytheon Mfg. Co.'s television and radio division, and assistant vice president of parent company.

Charles F. Stromeyer, vice president in charge of manufacturing and engineering, CBS-Hytron, Danvers, Mass., tube manufacturing div. of CBS, promoted to executive vice president of the company.

F. Leo Granger, distributor sales manager,

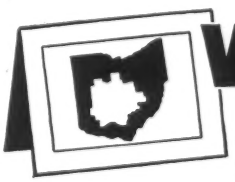
Loyal Opposition

A TWO-DAY, all-expense holiday trip to Apple Valley Inn, Calif., won by Larry Buskett, KLAC Hollywood sales manager, at a Christmas party by the Hollywood Ad Club, was all the sweeter because the prize was contributed by competitor KBIG Avalon, Calif.

A recent TV Time Popcorn test campaign using live participation spots on WBNS-TV's top rated Western Round-Up program, resulted in effecting distribution among 75% of all independent grocery outlets and the majority of the top grocery chain outlets in the area.

Such peak sales results are consistent on this popular daytime western show aired daily in Central Ohio.

Your products too can build sales and distribution records on WBNS-TV, the nation's leading test market station.



WBNS-TV
COLUMBUS, OHIO • CHANNEL 10
CBS-TV NETWORK — *Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High St.*
REPRESENTED BY BLAIR TV

PEOPLE

radio-television division, Stromberg-Carlson Co., Rochester, appointed sales manager of that division.

Joseph A. Zulwin, Zenith Radio Corp., regional manager in Washington, Baltimore and Philadelphia areas, to Hoffman Radio Corp., L. A., as midwestern states district manager.

Harry R. Roden, 73, security officer, Allen B. DuMont Labs., Clifton, N. J. (television transmitter division plant), died Dec. 18.

Program Services

James J. Draddy, New England district manager for Columbia Records, appointed director of promotion, headquartered in New York.

George White, film editor formerly with M-G-M-, has formed Sun Island Agency, with offices at 9893 Santa Monica Blvd., Hollywood, to handle art directors, cameramen, film editors, sound technicians, production and office personnel for tv, motion picture and allied industries.

Daniel G. Forbes named director of merchandising, Specialty Adv. Service Inc., Long Island City, N. Y.

Filix D. Snow, 66, third vice president, International Alliance of Theatrical Stage Employes and Moving Picture Machine Operators of U. S. and Canada, died Dec. 25.

Professional Services

William J. Gaskill, public relations director, Hawaiian Pineapple Co., Honolulu, to Ivy Lee & T. J. Ross, New York public relations counseling firm.

AWARDS

ACTOR Lloyd Nolan (2d from r) presents WBZ-TV Boston star Bob Emery (c) with a special citation from the Massachusetts Police Departments for work in the Jimmy Fund cancer drive. Also attending the presentation are (l to r) Walter Brown, William S. Costa and Rudolph King, Massachusetts registrar of motor vehicles.

WBSM RADIO WINNER IN H-T FUND AWARD

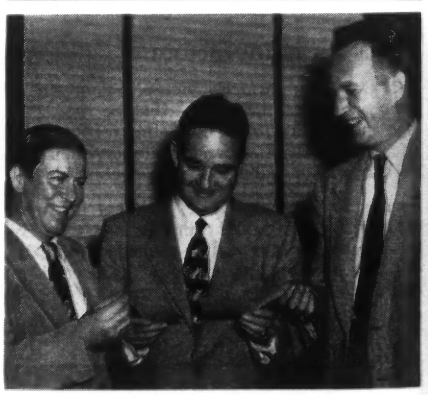
SELECTION of WBSM New Bedford, Mass., as the first prize winner in the radio station classification of the *New York Herald Tribune* Fresh Air Fund's annual Friendly Town Radio, Television and Newspaper Contests was announced last week. There were no winners this year in the tv station category.

Miss Dorothy Meigs Bigelow, general chairman of Friendly Town, paid tribute to the support by stations and newspaper and added that "we could not possibly have conducted so successful a year as we did in 1953 in obtaining Friendly Town invitations for Fresh Air children without the support of these stations and newspapers to publicize our work."

Other winners were WKNE Keene, N. H., second; WVPO Stroudsburg, Pa., and WJOY Burlington, Vt., third (tie), and WPTR Albany and WWNY Watertown, N. Y., honorable mentions. Two special awards for joint cooperative efforts between newspapers and radio stations were made this year. They were awarded to WDOS Oneonta, N. Y., and the *Oneonta Star*, and WENE Binghamton, N. Y., and the *Binghamton Daily Bulletin*.

Miss Bigelow said she was "especially pleased" at the awards in Oneonta and Binghamton which "is an outstanding example of what cooperative effort can do."

WBSM was credited with having placed 47 out of the 118 children sent to the New Bedford area in 1953, a community that extended a total of only 53 invitations to boys and girls in 1952. WJOY was singled out for having been responsible for 100% of the invitations extended in the Burlington area, and for having donated an estimated $2,000 worth of air time



WINNERS of the first annual Jefferson Awards to WBT-WBTV (TV) Charlotte employes for outstanding suggestions to improve company operations are Garnett Warren (l), photographer, and Mark Raskovitch (r), art director, who receive checks from Charles H. Crutchfield, executive vice president of Jefferson Standard Broadcasting Co. and WBT-WBTV general manager.

NOW AVAILABLE
NOON NEWS
12:00-12:15 PM SUN. thru SAT.

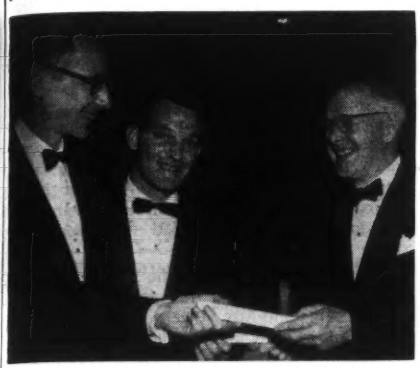
Here is a well-balanced newscast of world, national, state and local news, prepared by the WIOD News Editor —pulse rating of 4.4.

It's a great buy— Call your Hollingbery Man for complete details.

James M. LeGate, *General Manager*
5,000 WATTS • 610 KC • NBC Affiliate
National Rep., George P. Hollingbery Co.

to broadcasting the Fund's appeal for Friendly Town hosts.

Judges for the 1953 radio and television contests were Robert E. Kintner, president, ABC; Lawrence Lowman, vice president, CBS; Thomas F. O'Neil, president MBS, and Ted Cott, vice president, NBC.

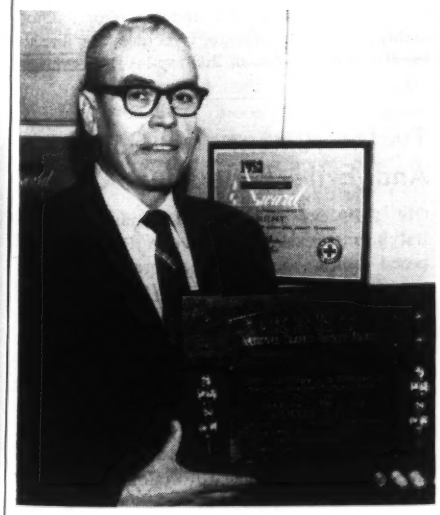


NBC's Dr. Thomas E. Coffin (l) and Jack B. Landis receive American Marketing Assn. awards for their joint study on "Radio's Effective Sales Power." AMA President Neil H. Borden presents the scrolls. The presentation took place at AMA's Washington convention Dec. 27-29.

Westinghouse's Peters Wins '53 Edison Award

JOHN F. PETERS, consultant to the Westinghouse Electric Corp., has been designated to receive the 1953 Edison Medal of the American Institute of Electrical Engineers. Presentation of the medal will be made at a meeting of Institute members in New York Jan. 18.

Mr. Peters, associated with Westinghouse from 1905 until his retirement in 1950, was awarded the medal because of "his contribution to the fundamentals of transformer design, his invention of the Klydonograph, his contributions to military computers, and his sympathetic understanding in the training of young engineers."



KRNT Des Moines National Traffic Safety Award shown here by Paul Elliott, commercial manager, has been awarded to the city of Wilmington, Del., by the station in cooperation with the National Safety Council, for the city's longest "deathless days" record in 1953 in competition with other cities of 100,000 or more population.

16 CANADA OUTLETS PLAN '54 TV DEBUT

SIXTEEN more Canadian television stations are expected to go on the air this year, to bring the Dominion total to 23 by yearend. With CBC English-language CBMT (TV) Montreal made its start the first week of this year.

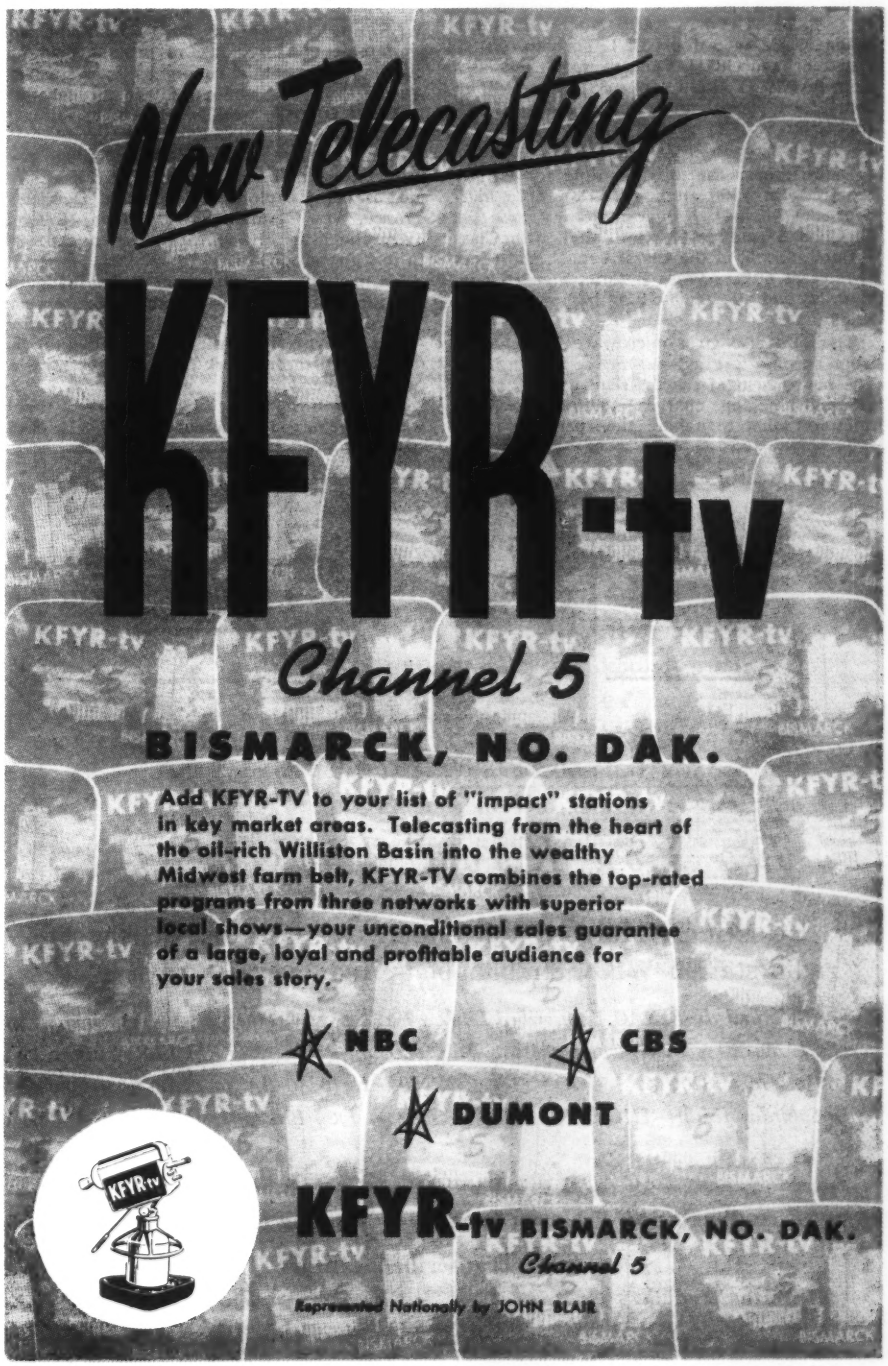
CANADA

This spring CHSJ-TV St. John, N.B., is expected to go on the air, along with CHCH (TV) Hamilton, Ont.; CKCR-TV Kitchener, Ont., and CBWT (TV) Winnipeg, Man. Early in the summer CFCM-TV Quebec, Que.; CBHT (TV) Halifax, N.S.; CJBR-TV Rimouski, Que.; CKLW-TV Windsor, Ont., and CKCK-TV Regina, Sask., are scheduled to go on the air. In the autumn CJCB Sydney, N.S.; CKWS-TV Kingston, Ont.; CFPA-TV Port Arthur, Ont.; CFQC-TV Saskatoon, Sask.; CFRN-TV Edmonton, Alta., and a station at Calgary, Alta., will start operations. CHLT-TV Sherbrooke, Que., has not yet announced a starting date.

Norway Begins First Of 2-Year Tv Tests

FIRST tv test patterns have started in Norway from a station in Oslo. Station is situated atop Tryvannshogda, an 1,800-ft. mountain at the city's outskirts. This also is the site of the Norwegian broadcasting system's radio transmitter for the Oslo area. The tv tower was built next to the middle radio tower, and is more than 2,000 ft.

NORWAY


Now Telecasting
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Channel 5
BISMARCK, NO. DAK.
Add KFYR-TV to your list of "impact" stations in key market areas. Telecasting from the heart of the oil-rich Williston Basin into the wealthy Midwest farm belt, KFYR-TV combines the top-rated programs from three networks with superior local shows—your unconditional sales guarantee of a large, loyal and profitable audience for your sales story.
NBC
CBS
DUMONT
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Channel 5
Represented Nationally by JOHN BLAIR

above sea level. Testing period is scheduled to last for about two years, at the end of which the government will decide whether to establish a regular telecasing service. During the test period, still pictures will be used in the main.

Some persons who have television sets in Norway have been receiving British, German and Russian programs, it was reported.

Three CBC-TV Outlets Increase Basic Rates

NEW network tv rate card has been issued by the commercial department of the Canadian Broadcasting Corp., effective Jan. 1 and covering seven Canadian tv stations now on the air.

CANADA

The new card, No. 5, does not change basic rates for CBLT Toronto, CBFT Montreal, and CBUT Vancouver, but increases them for CBOT Ottawa (from $150 to $200 an hour), for independently-owned CKSO-TV Sudbury (from $120 an hour to $150) and on CFPL-TV London (from $160 to $200 an hour).

Rates appear for the first time for CBMT Montreal, at $300 an hour, $180 for a half-hour and $120 for a quarter hour. These are all Class A rates (6-11 p.m. daily), with Class B rates at 75% of the Class A rates, and Class C rates at 60%. Class B times are 1-6 p.m. Saturday and Sunday, 5-6 p.m. Monday through Friday.

The card also gives microwave link charges from Toronto to London, Ont., at $85 an hour. The new rate card covers frequency discounts, film and kinescope charges, studio charges, and rates for other than hour time periods.

May Drop Tv Gridcasts

DECISION on televising major Canadian college football games is to be made next spring at the meeting of the Intercollegiate Football Union. Drops in attendance at Toronto this fall have been attributed to televising of the games. The U. of Toronto's athletic board has recommended dropping television of games after a loss of 27,558 paying customers was reported during the season, unless a sponsor can be found to offset the loss in attendance.

Western Europe Plans 8-Nation Tv Network

WESTERN Europe may have a television network based on exchange of programs among eight non-Communist nations by June 1, it was announced in Rome last week. The eight already have tv systems.

WESTERN EUROPE

Aldo Passante, director of the Italian government-operated tv organization, said the idea is being explored by Belgium, Denmark, France, West Germany, Great Britain, Holland, Switzerland and Italy, with Sweden expected to join the group soon.

He made the announcement during inaugural programs of Italy's tv system, which expects to program 35 hours weekly. Each nation would televise its national specialty to the others, with the network connected by a series of relays, he said.

Italians own about 15,000 tv sets upon which is charged an annual tax of $24 each.

Do You Know This Man?

He is Jack Morrow, top hillbilly-western disc jockey at radio station WIBC, Indianapolis, Indiana. He says—

"We find the SESAC Transcribed Library very effectual, especially the 'American Folk Music' section—which we use daily on our 'REVEILLE REVELRY' show, 6:30 AM to 8:00 AM, 'COUNTRY CARNIVAL' 10:30 AM to 12:00 noon, and a Saturday feature 'HICKORY SHINDIG' from 1:00 PM to 2:30 PM."

AT YOUR STATION — See and hear the SESAC Program Service by dropping a card to—

SESAC Transcribed Library

475 Fifth Avenue New York 17, N. Y.

Argentina Tightens Broadcast Controls

RADIO (and tv) has come under more stringent control under the Peron regime in Argentina, according to dispatches last week.

A law to regulate broadcasting services in the country, which was passed last fall [B•T, Nov. 2, 1953], was implemented last week. Among other things, it reportedly precludes any possibilities of new stations being set up. As originally passed, the law provides that radio shall be in the hands of four networks, one the government's own, the other three "private." All stations must be associated with one or the other of those networks.

ARGENTINA

Under this new law, the government will issue "public interest licenses" for 20 years to be sold only to Argentine citizens, or to corporations of which at least 70% of capital is owned by Argentine citizens. Selling will be to bidders.

Provisional Operation

Licensees have been operating stations for a provisional period. Bids must now be submitted for these licenses. As stipulated in the law:

"The organization and manner of operation of radio broadcast services shall be based on the principle of subordination of private interests to the social, cultural, economic and political interests of the nation." While programs must be of high cultural content, they must contribute to the spiritual unity of the state. News or comments which are contrary to what is called ethics or good custom and which provoke rebellion and adversely affect culture, economics, etc., are prohibited under the law.

Last fall, Herbert Clark, B•T correspondent in Buenos Aires, reported broadcasting was a private operation in Argentina until shortly after Peron's formal election in 1946 to the presidency. Since then, owners of stations have been bought out, usually under pressure. Ownership, ostensibly private, is held either directly by the government or by top-level Peronistas.

Tv Instrument of Good And Evil—Pope Pius XII

ON THE eve of the formal inauguration of Italy's television system, Pope Pius XII proposed that a committee be formed of clergymen and laymen to supervise religious programs as he felt all stations should carry such programs part of the time.

VATICAN

The Pope said television is "a wonderful medium offered by science and technics to humanity," adding it is "both precious and dangerous." He felt that tv gave "the whole family the possibility of honest diversion far from the dangers of unhealthy company and places," but feared that it "might upset the natural development of family life" if it does not "transmit programs for the healthy entertainment of the public and for its education."

Regular programming on Italy's government-controlled network started last week after two years of experimentation (see adjacent story).

Sleigh Bells in Hollywood

SLEIGH bells are used by Harry Koplan, host of the KNXT (TV) Hollywood program *You're Never Too Old,* in that snowless city to help the collection campaign of Volunteers of America trucks. During January Mr. Koplan is urging his viewers to clean up homes and contribute unwanted articles to roving Volunteer trucks. He has furnished 20 vehicles with two strings of sleigh bells each, to jingle as they tour residential districts, and prominently displays and sounds similar bells on his program.

* * *

KTLA's Drive Goes Way Over Top

COLLECTIONS on pledges made during a telethon on KTLA (TV) Hollywood for City of Hope, non-sectarian hospital near Duarte, Calif., last October has exceeded original amount by more than 159%, according to figures released by hospital authorities. By the end of the year, more than $346,000 was collected, although only $218,000 was pledged during the telethon.

* * *

WLAM-AM-TV Helps for Christmas

WLAM - AM - TV Lewiston - Auburn, Me., brought in 1,500 donations to the Lewiston Salvation Army's third annual "Operation Santa Claus" campaign for needy children. "Cases" were described by WLAM for three weeks prior to Christmas. The project was climaxed with a Christmas Eve party for the children which was filmed and telecast by WLAM-TV.

* * *

Clothes for Korea Orphans

WKNE Keene, N. H., listeners have responded in great numbers to an appeal by the station for clothing to send to an orphanage in Korea, the station has announced. WKNE aired the appeal after a request from a Keene resident stationed in Korea with the Red Cross.

WMAM's Plea Is Heard

APPEALS by WMAM Marinette, Wis., for assistance to a couple who lost their five children and their home in a flash fire, brought in more than $14,000 in cash plus pledges and enough labor and materials to build a new home. Station Manager Joseph D. Mackin cancelled all commercial programs for the rest of the day as phone calls began coming in. $1,500 was pledged within an hour after newscaster Howard Emich mentioned on his noon broadcast that $150 had already been offered by two listeners. By midnight the fund had reached $10,638 and Mr. Emich broadcast the success of the campaign as part of NBC news analyst Morgan Beatty's network program. In addition to cash, contributions included food, furniture, clothing and offers of lodgings for the homeless. WMAM staffers cancelled their annual Christmas Party that evening to handle the donations, assisted by volunteer workers from among business men of Marinette and nearby Menominee.

Promotion Aid Cited

COOPERATION of radio and television in the 1953 Christmas Seal sale promotion was praised last week by Dr. James E. Perkins, managing director of the National Tuberculosis Assn., as a "genuine contribution to public service." He said the support of network and independent stations, together with the voluntary cooperation of sponsors, advertising agencies and their various personnel, was of "inestimable value in informing the American people of the need of their help in fighting tuberculosis."

Tv Sets for Patients

KHQA-TV Hannibal, Mo. (Quincy, Ill.), collected $1,400 from listeners in its Illinois-Missouri-Iowa area for purchase of 12 tv sets for tuberculosis patients at Hillcrest Sanatorium in Quincy. The contributions started after Hal Burton, KHQA-TV personality, made an informal request on his show that listeners send in money to help buy the sets.

* * *

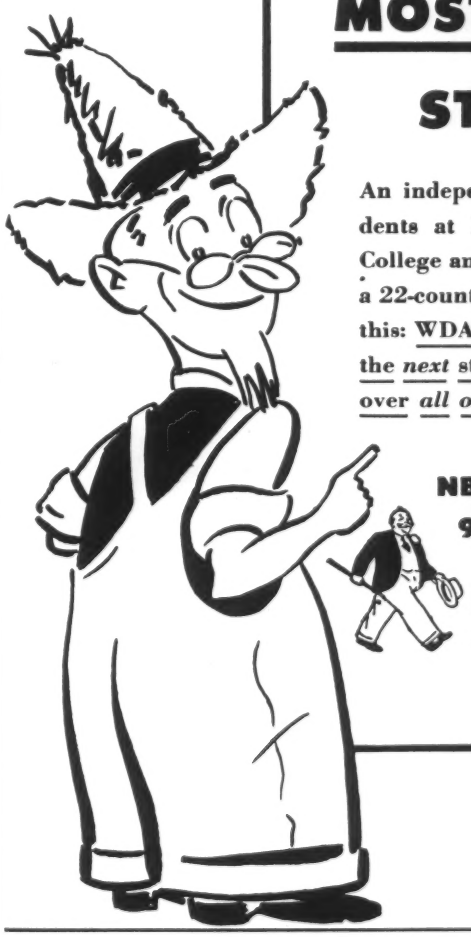
WABC-TV Telethon Pledges

PLEDGES totaling more than $552,000 resulted from the third annual "Celebrity Parade for Cerebral Palsy" telethon on WABC-TV New York. A spokesman for United Cerebral Palsy said UCP expects contributions to reach or exceed the pledge figure.

WDAY

(FARGO, N. D.)

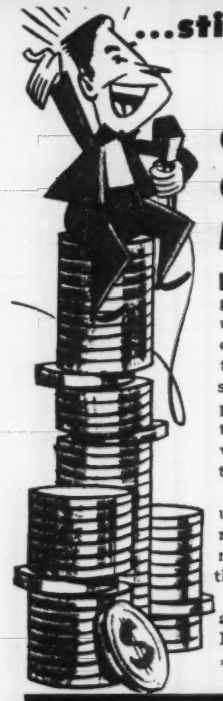
IS ONE OF THE NATION'S MOST POPULAR STATIONS!



An independent survey made by students at North Dakota Agricultural College among 3,969 farm families in a 22-county area around Fargo proved this: WDAY is a 17-to-1 favorite over the *next* station—is a 3½-to-1 favorite over *all other stations combined!*

NBC • 5000 WATTS
970 KILOCYCLES

FREE & PETERS, INC.
Exclusive National Representatives



...still stacking up sales! in the GREATER OREGON MARKET

▶ A leading national grocery chain has been using station **KGW** continuously for more than 3 years with outstanding results—proof positive KGW advertising pays off for advertisers who insist on their money's worth.

For real sales results use KGW—an economical and efficient medium for covering the rich Oregon market.

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*Name on request.

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EDUC. TV UPSWING PREDICTED FOR '54

MANY of the "most famous educational and cultural institutions of the United States will be engaged actively in noncommercial television programming by the end of the year," it was stated Monday by the National Citizens Committee for Educational Tv. The organization estimates 25-30 educational stations will be on the air by the close of 1954.

Reviewing the status of educational tv stations, Robert R. Mullen, NCCET executive director, said "all of the educational tv stations now building or in the planning stage will have access to the faculties, laboratories and other resources of nearby universities, colleges and cultural organizations." He noted some schools already have permits of their own for new stations.

Pointing out that programs of more than local interest will become available on kinescopes to all educational stations, Mr. Mullen concluded, "If there ever was any doubt about the scope, variety and vast possibilities for programs to be offered by educational tv stations, those doubts should be dispelled in 1954."

WOI-TV Ames, Iowa, U. of Iowa station, already has contributed 167 kinescopes or more than 70 hours of programs during the past month to the Educational Radio & Tv Center at Ann Arbor, Mich. Funds for the production costs were provided by the center, according to NCCET.

At Detroit, NCCET reported, the U. of Dayton and city board of education each have appropriated $2,500 toward a $10,000 fund to produce an hour a day of educational shows on the three local commercial stations, WHIO-TV, WLWD (TV) and WIFE (TV), which are contributing the time. The cooperative program was proposed by the Dayton Educational Tv Foundation.

Mack to Head NCCC Unit

ELECTION of the Rev. S. Franklin Mack of Bound Brook, N. J., as executive director of the Broadcasting & Film Commission of the National Council of Churches of Christ in the U.S.A., was announced last week by Dr. Clayton T. Griswold, chairman of the Commission. He succeeds Dr. Ronald Bridges, who will retire Feb. 1 to become visiting professor of Christianity at Bowdoin College.

RPI Shows to WOKO

ARRANGEMENT has been set up between WOKO Albany, N. Y., and WRPI, campus radio station at Rennsselaer Polytechnic Institute, Troy, N. Y., whereby the latter outlet is providing four hours of programming daily to the Albany outlet. Programs, which originate from the WRPI studios every evening between 8 p.m. and midnight, include music, news and sports. An experimental program which has been presented from time to time is titled *Command Performance*, and has featured such works as the entire Glenn Miller Memorial Album, and Shakespeare's "Hamlet" and "Macbeth."

Taylor U. Gets Gift Of WOWO-FM Transmitter

WOWO Fort Wayne, Ind., has presented Taylor U., Upland, Ind., with a 10 kw fm transmitter, according to Carl W. Vandagrift, WOWO general manager, who said the gift has been formally accepted through the university's president, the Rev. Evan H. Bergwall. WOWO bought the Westinghouse transmitter in 1949 at a cost of nearly $40,000, Mr. Vandagrift said.

The WOWO general manager said that since WOWO expects to be on the air soon with power increased to 50 kw from its present 10 kw, the relocation of its transmitter site brought about the decision to discontinue WOWO-FM. Taylor U. has made no announcement of its plans to begin operation with the newly-acquired facilities.

$10,000 Grant in Chicago

GRANT of $10,000 to the Chicago Educational Television Assn. was among the contributions listed by the Field Foundation of Chicago last Monday for the fiscal year ending last Sept. 30. The foundation, which administers a fund of more than $10 million, announced grants totaling $715,866.85 for the year and an aggregate of some $4.4 million in contributions since its first award in 1942. CETA has been granted a license for vhf ch. 11 in Chicago. Operation is slated to start next fall.

EDUCATORS appearing on *Savannah Speaks*, weekly civic forum of WSAV Savannah, Ga., were instrumental in influencing a school tax increase in a referendum there, earning praise for the station's series in furtherance of community betterment. At the prereferendum forum are (l to r) Charles S. Sanford, president of the Savannah-Chatham County Board of Education; William A. Early, president, National Education Assn. and superintendent of Chatham County schools; Mrs. W. D. Perkins, president, Chatham City Council, Parent-Teachers Assn.; Paul Kulick, chairman of special Citizens Committee for the School Millage, and Stephen L. Nelson, moderator for *Savannah Speaks*. Series, sponsored by Savannah Gas Co., has made a strong impression with the community and press, receiving front-page stories nearly every week, WSAV reports.

Washington State Plans Educational Tv Committee

WASHINGTON State's Gov. Arthur B. Langlie is pleased that the U. of Washington and the Seattle Public Schools have been granted uhf educational ch. 9 in Seattle, and shortly will appoint an official committee to plan educational televising for all areas of the state.

These developments were reported in a year-end statement to the Washington Citizens' Committee for Educational Television by Mrs. Arthur Skelton, chairman of the state group. Her comments were based on an interview with the governor by Ewen Dingwall, executive secretary of the Washington State Taxpayers Assn.; Carl Downing, executive secretary of the Washington State Assn. of Broadcasters, and Mrs. Skelton.

The ch. 9 outlet is expected to be on the air by September. Mrs Skelton said an earlier meeting of the citizens committee indicated the next station probably will be planned for the Spokane-Pullman area.

'Art in Tv' Highlights 'Charter Day' Panel

THE EMPHASIS will be on television at the Jan. 11 Charter Day celebration of the 128-year-old Maryland Institute, a Baltimore school of fine and applied arts.

Dr. Franklin Dunham, chief of radio and television, U. S. Office of Education, will lead a panel session on "Art in Television." Panel members will be Herbert B. Cahan, program manager, WAAM (TV) Baltimore; Richard Hart, Enoch Pratt Free Library; Lynn D. Poole, director of public relations, Johns Hopkins U. and supervisor, *Johns Hopkins Science Review* (DuMont); Dr. Leon L. Winslow, director, art education, Baltimore public schools; Rev. John E. Wise, S.J., dean, Loyola College graduate school, and president, Baltimore Assn. for Adult Education. Father Wise is a leader in the city's efforts to obtain an educational tv station.

"New Vision for Television", a sound film distributed by the National Citizens Committee for Educational Television, will be shown. Several Charter Day shows have been scheduled by WMAR-TV and WBAL-TV, both Baltimore. In charge of arrangements is George W. Slade, former educational director of WBZ-WBZA Boston and former assistant director, Lowell Institute Cooperative Broadcasting Council in Massachusetts.

Diehm to Address U. of Ga. Institute

AMONG speakers at the U. of Georgia's ninth annual Radio and Television Institute Jan. 27-30 at Athens will be Victor C. Diehm, president-general manager of WAZL Hazleton, Pa. (also grantee of WAZL-TV there), and president of WVDA Boston.

Morgan Beatty, NBC news analyst, also will be a speaker and will originate one of his network newscasts from the campus, a university spokesman said. The institute is sponsored jointly by the university's Henry W. Grady School of Journalism and the Georgia Assn. of Broadcasters, and is one of several held yearly for practicing journalists. All the speakers at the institute will be leaders in the radio-tv field, the spokesman said.

Tv Helps to Train Children, Witty Says

DISTRUST by parents and teachers of tv's influence on children has given way to a growing interest in the medium's educational potentialities, a university professor told the American Assn. for the Advancement of Science in Boston a fortnight ago.

Dr. Paul A. Witty, professor of education and director of the psycho-educational clinic at Northwestern U., Evanston, Ill., said parents and teachers have emphasized the need for educational tv programs that might stimulate children to read more and better material. He said educators and parents find television helpful in preparing children to learn how to read.

He urged them to work together on a "constructive program of guidance" so that boys and girls will make the most of video. This would prove an antidote to tv's bad effects, he added.

MSC Radio-TV Conference

MICHIGAN State College's ninth annual Radio and Television Conference will be held at its Kellogg Center of Continuing Education March 5 at East Lansing, according to Robert P. Crawford, director of radio-tv training in the college's speech department and conference chairman.

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DOLLAR MARKET
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14-County trading area

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COLUMBIA — center of thriving 14-county trading area. Population: 595,700. E.B.I. $578,686,000!*

*SOURCE — Sales Management Survey of Buying Power May 10, 1953 — covering 14-county trading area credited to Columbia, S.C.

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FCC's Notice of Proposed Rule-Making on Fm 'Functional Music' Operations

HERE is complete text of FCC's notice of proposed rule-making to allow fm broadcast stations to engage in "functional music" operations on both a simplex and multiplex basis in addition to their regular programming. The notice was adopted Dec. 30 and issued Dec. 31, 1953, with a dissent by Comr. Frieda B. Hennock. Comments are due Feb. 15 and replies thereto 10 days later.

Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington 25, D. C.

FCC 53-1747
99498

In the Matter of
Amendment of Parts 2, 3 and 4 of the Commission's Rules and Regulations and the Standards of Good Engineering Practice Concerning Fm Broadcast Stations to Permit Fm Broadcast Stations to Engage in Specified Non-Broadcast Activities on a Simplex and/or Multiplex Basis. } Docket No. 10832

NOTICE OF PROPOSED RULE MAKING

1. This Notice of Proposed Rule Making relates to certain services now being engaged in by several fm broadcast licensees. These operations, which are usually referred to by the term "functional music," consist of three types—the background music service, storecasting, and transitcasting.

2. The background music service consists of an arrangement whereby fm licensees undertake to supply programs of a background music nature[1] to commercial or industrial establishments such as banks, restaurants, barber shops, factories, etc. The rendition of this service involves the distribution of special receivers for the use of the subscribing establishment. Generally, before broadcasting spoken matter, the station transmits a supersonic signal (called a "beep" tone) which is inaudible to the human ear but which silences the receivers owned or rented by subscribers to the background music service. When the spoken material ends, the station removes the "beep" tone or transmits another signal which turns on the subscribers' receivers.

3. In the storecasting operation, programs originating at the studios of the fm stations in question are picked up by fixed frequency fm receivers with speakers installed in the ceilings of stores at spaced intervals over the aisles. The program format generally consists of continuous music of the background type, interspersed with short news round-ups and weather reports, occasional recipes or household hints, and commercial announcements directed to shoppers concerning particular products in the store or stores involved. The inaudible supersonic signal or "beep" which by remote control activates the special receiver employed in this operation to increase the sound level of the spoken material in order to emphasize the commercials.

4. The transitcasting operation closely resembles storecasting except that its programs are designed to reach transit passengers in public vehicles. This programming is also similar to that utilized in storecasting and may be generally characterized as consisting of background music interrupted at fairly regular intervals by short news or sportscasts, weather and time reports, and commercials. The special receivers installed in the transit vehicle are permanently "locked" to the fm station's frequency and contain circuits which are activated by the inaudible supersonic tone in such a way as to increase the volume, usually when spoken material is being broadcast.

5. The first of the functional music operations to make its appearance was transitcasting in 1948, which was then followed by storecasting and finally the background music service. In June 1950, inspection of Commission files revealed that 34 stations were engaged in these services; at the present time the number is believed to be lower. The licensees engaged in these operations have entered into contractual arrangements, usually with an intermediary, for the rendition of the service in question to the subscribing party. The contracts on file with the Commission present a fairly wide variety of provisions dealing with the program material to be furnished, the degree of control retained by the licensee, the duration of the contract, etc. Thus, with respect to the programming furnished, the contracts vary from provisions specifying "a planned music service with all voice eliminated by use of supersonic signal control daily from 8:00 a.m., to 3:00 a.m., the following morewith:" to those in which no specific requirement concerning programming is mentioned; similarly, the contractual term varies from one to three years.

6. After study of the program logs and agreements submitted by licensees engaged in functional music, the Commission dispatched letters to several background music licensees, requesting their comments on whether the operation violated specified provisions of the Communications Act and the Commission's rules and regulations. Upon receipt and study of the stations' comments, which took the position that the operations in question did not violate the Act or rules, the Commission issued two public notices. In the public notice dated April 12, 1951 (Mimeo 6285), the Commission advised the stations involved that their operations were not in accordance with law and that they should take steps to bring themselves in compliance therewith: And in its public notice of May 4, 1951 (Mimeo 62347), the Commission requested that all stations engaged in the background music operation submit a statement to the Commission indicating how they intended to achieve compliance with "all lawful requirements." The Commission view, as set out in both notices, was that the "beep" operations were inconsistent with basic statutory duties incumbent upon licensees of broadcast facilities for three reasons: (1) The licensees had given away the power to alter their service to meet the changing needs of the public because they had entered into contracts "to provide subscribers with predominantly 'planned music' during the stipulated periods"; (2) "The remuneration received by [the licensee] for transmission of the 'planned music' in question under these agreements is based upon the payments therefore made by the individual subscribers concerned"; the licensees were therefore in error in not announcing and logging the programs as sponsored; (3) The elimination of sponsorship, station identification, and other announcements from reception by subscribers, although made to the general public, violates the law since the requirements of the Act and the rules and regulations contemplate transmission of such information to the station's entire audience and not to the broadcasting of a tone which prevents a portion of the audience from hearing the announcements. The Commission then stated that it would issue its conclusions as to the other questions—including the question whether such operations constitute point-to-point communications not authorized by the broadcast rules—when it had completed its study of the problems common to all "supersonic" operations.

7. Following the issuance of these public notices, petitions were filed by various parties[2] requesting three alternative remedies; (1) reconsideration by the Commission of the position taken in the public notices referred to, and a holding that "functional music" operations are not in conflict with the Act and pertinent Commission rules; (2) institution by the Commission of rule making proceedings looking to the amendment of its rules to authorize such operations by fm broadcast stations; and (3) the issuance, pursuant to Section 5(d) of the Administrative Procedure Act, and after oral argument, of a declaratory order as to the legality of the functional operations "in order that the licensees may be apprised of their legal rights and obligations." Thereafter, in July 1952 the Commission granted renewals of licenses to those fm broadcast stations which had been on a temporary license basis because of their functional music operations. And the Commission continued its over-all study of the basic policy and rule questions presented by such operations.

8. In addition to the foregoing petitions relating to functional music operations, three petitions have been filed seeking amendment of the Commission's rules and standards to authorize the transmission of multiplex signals by fm broadcast stations. On April 8, 1950, Raymond M. Wilmotte filed a petition seeking Commission authorization "to permit fm broadcast stations to use any means available to transmit an additional service without affecting the listeners of the present broadcast service." On September 27, 1950, Multiplex Development Corporation requested the Commission to amend its rules and standards "to permit the use of a system of multiple program transmission, known as multicasting, in order to provide a useful supplementary fm broadcast service to individuals and organizations having suitable multiplex receiving equipment and without restriction as to the hours of operation or nature of the supplementary service, provided that such multicasting transmissions do not in any manner cause interference with or degrade the quality of the normal public broadcast transmissions within the high fidelity audio range from 30 to 15,000 cycles, and provided that such multicast transmissions do not cause any increase in present band widths of fm broadcast stations or cause interference with other fm stations on the same or adjacent channels." On March 4, 1953, Mount Mitchell Broadcasters Inc., licensee of Station WMIT-FM Clingmans Peak, North Carolina, stated that in addition to its fm broadcast program "it desired to provide a useful supplementary and simultaneous fm service to individuals and organizations having suitable receiving equipment and to provide additional communication channels for [its] own use in improving its existing fm broadcast service." It asserts that equipment is now available, making it possible for fm broadcast stations to multiply the number of useful communication channels from a specific fm transmitter without causing any degradation of the quality of the normal public broadcast transmission within the audio range of 30 to 15,000 cycles, and without causing any increase in present band widths of fm broadcast stations or any interference with other fm stations on the same or adjacent channels.

9. After receipt of these petitions, the Commission continued its study of the legal and policy questions raised by the three services. The

[1] The purpose of such music is to create an atmosphere favorable to the conduct of activities to which the music is incidental, such as for example dining in restaurants. Therefore, either through selection or editing, the music tends to be devoid of striking or distracting qualities; extremes such as jazz or classical music are avoided and vocals appear to be seldom used. In short, as it is represented in the releases of the stations concerned, the music is selected and presented as "background."

[2] LeTourneau Radio Corporation, licensee of Fm Broadcast Station KLTI-FM Longview, Tex.; Lincoln Broadcasting Company, licensee of Fm Broadcast Station WLDM Oak Park, Ill.; Majestic Broadcasting Company, construction permittee of Fm Broadcast Station KCBC-FM Des Moines, Iowa; Mercantile Broadcasting Company, licensee of Fm Broadcast Station WLRD Miami Beach, Fla.; Orlando Daily Newspapers Inc., licensee of Fm Broadcast Station WHOO-FM Orlando, Fla.; Radio Broadcasters Inc., licensee of Fm Broadcast Station KRKD-FM Los Angeles, Calif.; Roy L. Albertson, licensee of Fm Broadcast Station WBNY-FM Buffalo, N. Y.; The Capital Broadcasting Company, licensee of Fm Broadcast Station WNAV-FM Annapolis, Md.; The Times Herald Company, licensee of Fm Broadcast Station WITH-FM Port Huron, Mich.; Tribune Publishing Company, licensee of Fm Broadcast Station KTNT Tacoma, Wash.; WGHF Inc., licensee of Fm Broadcast Station WFMF Chicago, Ill.; Wm. Penn Broadcasting Company, licensee of Fm Broadcast Station WPEN-FM Philadelphia, Pa.; Field Enterprises Inc., and Functional Music Inc.; Capital Broadcasting Co., licensee of WWDC-FM Washington, D. C.

THE LATEST WCKY STORY

In the South, Nielsen says:

WCKY

HAS AN AVERAGE NIGHTLY AUDIENCE OF 823,530 FAMILIES IN THE 13 SOUTHERN STATES . . . LARGER THAN ANY STATION COVERING THE SOUTH.

The L. B. Wilson Station, Cincinnati

WCKY

fundamental issue presented is whether functional music operations constitute "broadcasting" as defined in Section 3(o) of the Communications Act and may be properly transmitted by a station licensed to provide a broadcast service. On the basis of the data available to the Commission, it is our view that operations having the basic characteristics outlined above are not broadcasting within the meaning of Section 3(o) of the Act[4] because they do not appear "intended to be received by the public." Thus, in the background music service, the "beeped-out" or "voiceless" programs are intended solely for the subscribing commercial institution and therefore, would appear to be a non-broadcast operation. In fact, as to all three operations, it would appear that their programming, while capable of being received by the general public, is not so intended, and that essentially these operations are geared and directed to a reception by the commercial institutions, stores or transit audiences involved.[5] The program format utilized during functional music hours, apparently required by these operations, consists of background music interspersed with brief news, weather or time announcements. Accordingly, we are of the view that the services involved are of a non-broadcast nature, being mainly directed to specific establishments or points and the listeners contained therein and not to the general public. The parties engaged in the functional music operations, since they are licensed as broadcasters, are obligated to operate in accordance with all of the provisions of the Communications Act, applicable treaties[6] and the rules issued by the Commission governing the broadcast series.[7]

10. In the light of the foregoing a critical question is presented as to whether it would be in the public interest to authorize such non-broadcast operations in the fm band. In our study of fm we have been somewhat heartened by several factors such as the interest in fm in smaller communities (under 10,000 people), in the fact that some am stations, particularly in the South, are turning to fm to extend their coverage, the loyal audience of "good music" listeners of the several fm "good music" stations, and the moderate but steady growth in the number of non-commercial educational fm stations. On the other hand, however, the available data indicates that on the whole, fm has not yet succeeded in developing a sound economic base. The approximately $3,000,000 in fm revenue reported in 1952 amounted to about 6/10 of 1% of the total broadcast revenues. Eighty-seven percent of the 616 fm stations on the air were operated by am licensees, the large majority of which provided the fm service as a "bonus." Only 159 am-fm stations reported preliminary fm revenues for 1952. These 159 stations aggregated $32.6 million in am revenues and $1.7 million in fm revenues; thus fm revenues represented only 5% of their combined business. Of the 53 independent fm stations reporting in 1952, only 6 reported a profit: 5 had net incomes before Federal income taxes of $2.000 or less, the highest income being $4,600.[8] These facts, we believe, demonstrate fm's financial difficulties.

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[4] That section provides: " 'Broadcasting' means the dissemination of radio communications intended to be received by the public, directly or by the intermediary of relay stations."

[5] We recognize that the functional music operator has no objection to and indeed, probably desires the reception by the general public of his transmissions, in addition to the special places primarily involved. But, as demonstrated by the format adopted and apparently the station's source of the revenues, the service directed to the special points or subscribers would clearly appear to be the key to the overall operation. For this reason we believe the operation must be described as predominantly non-broadcast in nature.

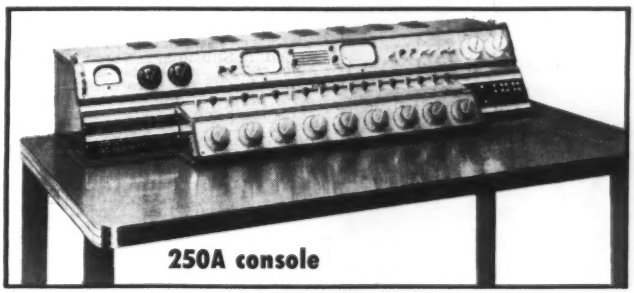
[6] While there are treaties affecting the allocation and utilization of frequencies, it is not believed that any of these treaties prohibit stations operating in the broadcast band from engaging in non-broadcast operations so long as no harmful interference is caused to foreign radio stations.

[7] In view of our conclusions that the type of operation under discussion here does not fall within the statutory definition of "broadcasting" we find it unnecessary to delineate the possible respects in which licensees engaged in such operations do not fulfill the obligations and responsibilities of broadcast licensees. For example, one respect in which a substantial question is raised is whether the functional music operator had retained the full measure of control of station operation required of a broadcast licensee. See *Master Bcstg. Corp.*, 6 Pike and Fischer RR 621; *Georgia School of Technology*, 10 FCC 110.

[8] None of these stations was engaged in transitcasting or storecasting. At most, functional music operations produced $700,000 or about 25% of the $3,000,000 fm revenues reported in 1952. The revenues of stations engaged in functional music were higher than the average revenue of other stations reporting fm income in 1952. Thus, fm stations engaged in functional music reported average revenues of $40,000 while the 195 other fm stations which reported, had an average annual revenue of approximately $11,000.

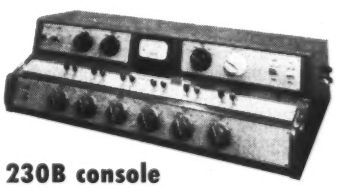
WITH THESE EFFICIENT ALTEC CONSOLES

The master 250A, the economical 230B and the portable 220B consoles represent a new quality standard for speech input equipment. Their frequency response, noise level and low distortion more than meet the most stringent broadcast requirements. They are compact and **completely** self-contained, without external power supplies, junction boxes or other equipment. Flexibility, compactness, accessibility and ease of operation are just a few of the outstanding features of these new consoles.

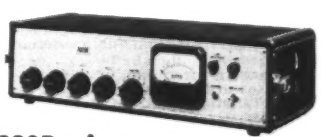

250A console

For the ultimate in quality control the 250A Console is the finest unit ever made for AM, FM or TV studio use. Its compactness is made possible by the use of newly designed miniature plug-in preamplifiers, line amplifiers and power supplies. The preamps are only 1⅝" x 4¾" x 9". The line amplifiers and power supplies are 2⅜" x 4⅜" x 9". You will find that the new Altec 250A Console leads to better control, more economical operation.

Frequency Response (± 1 db 20-20,000 cycles)
Very low distortion
Very low noise level
As many as 12 balanced line mike inputs (mix 7 simultaneously)
4 line inputs } (mix 4 simultaneously)
4 utility inputs }
Miniature plug-in amplifiers and power supplies
Color coded controls according to function
Two output channels with illuminated VU meters
Complete patching panel
Only two amplifier types, two tube types
Built-in tube checking facilities
Compact (36" x 31" x 55" including desk)


230B console

The 230B is the ideal console for small station or individual studio operation. It has eight low level microphone or turntable inputs controlled by four mixing controls and four line inputs controlled by two mixers. Its low height (9⅜") provides maximum studio visibility. The controls are color coded and all parts are readily accessible. No other console in its price range offers as much as the Altec 230B.


220B mixer

Here is the perfect portable mixer for field use in AM, FM or TV. The 220B has 4 microphone inputs, each with its individual mixer control, and a master gain control associated with an illuminated VU meter. This beautifully compact unit weighs only 26½ pounds yet still has space for a complete set of spare tubes, a headset and ample cables. Naturally its specifications reflect the Altec standard for quality and continued dependability.

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ALTEC LANSING CORPORATION

9356 Santa Monica Blvd., Beverly Hills, Calif.
161 Sixth Avenue, New York 13, New York

WMRY Leads

ALL COMPETITIVE NEGRO PROGRAMMING

* 29 out of 38 quarter hours

ALL NEW ORLEANS INDEPENDENT STATIONS

* 36 out of 46 quarter hours

ONE OR MORE NETWORK STATIONS

* 39 out of 46 quarter hours

TWO OR MORE NETWORK STATIONS

* 23 out of 46 quarter hours

THREE NETWORK STATIONS

* 9 out of 46 quarter hours

As a market buy or a Negro Market buy, WMRY measures up. Our MP Plan Merchandising Service measures up, too.

***Pulse of N. O. (Sept.-Oct.)**

600KC "THE SEPIA STATION"

WMRY

NEW ORLEANS, LA.

Gill-Perna, Inc.—Nat'l Rep.

NOW! 215,000 SETS IN THE WOW-TV AREA

Get more facts from your BLAIR-TV representative.

A MEREDITH Station

WOW-TV

Indeed, as we have stated, the fact that several fm stations have turned to the functional music operation is an indication of the difficulties encountered by them in their efforts to compete in the general radio advertising market.

11. On the basis of our review of the fm picture, we believe it might be possible to provide for a more effective use of the frequency space now assigned for fm broadcasting—making possible the rendition of new and useful services—and enabling fm broadcast licensees to alleviate, in part, their financial difficulties. It should be emphasized, however, that our aim in this proceeding is not the conversion of the fm broadcast band to some new specialized non-broadcast service or services: On the contrary, authorization of such new ventures must be only as an adjunct to the fm broadcast operation, a subsidiary service so that the main undertaking—the broadcast service to the public—can draw financial sustenance from it. Moreover, a limitation on our proposal which is essential to the maintenance and development of the fm broadcast service is that it be accomplished without appreciable degradation of the superior quality of that service.

12. Accordingly, the Commission proposes to amend its rules and standards in order to provide for the following:

(a) The relaxation of provisions for the minimum hours of operation of fm broadcast stations so as to require fm broadcast stations to operate a minimum total of 36 hours a week during the hours of 6:00 a.m. to midnite. During this 36 hour period of broadcast operation the fm licensee will, of course, be required to render broadcast service intended to serve the public in accordance with the duties and responsibilities of broadcast licenses.

(b) The authorization of secondary or subsidiary licenses to fm broadcast licensees to engage in a limited type of non-broadcast services. The authorization which might aptly be called a Subsidiary Communications Authorization (SCA), would be to engage in services of a non-broadcast nature but involving a specialized programming service provided by the licensee. Such programming would consist of news, music, time, weather, etc. An example of an activity falling within such an authorization is the functional music operation, while one not encompassed within it is a taxicab dispatching service. The fm broadcast licensee would be required to provide the material transmitted under this special authorization and could not delegate or "lease" the authorization conferred by the SCA. But in this non-broadcast operation the licensee would not be subject to non-technical broadcast requirements. It is proposed to permit operation under an SCA under the following conditions:

(1) The fm broadcast stations would be permitted to engage in the specialized non-broadcast activities on a simplex basis during all times not devoted to the 36 hours required for fm aural broadcasting. The material transmitted during this specialized operation may be coded with a "beep" tone so as to maintain its commercial marketability, with the station utilizing appropriate decoding devices in connection with the subscribers' receivers.

(2) The fm broadcast station would be permitted to engage in the specialized non-broadcast activities on a multiplex basis during all regularly authorized broadcast hours.

14. The Commission is aware that the foregoing proposals with respect to a Subsidiary Communications Service might be broader and that the petitions set forth in paragraphs 7 and 8 look toward broader proposals. Experience might well indicate such a broadening to be desirable but we are of the view that at this time that the type of limitation suggested herein is to be preferred in light of our objective, i.e., a fuller development of the fm broadcasting service.

15. The Commission desires comments with respect to the above proposals. Such comments may be directed to the views expressed in paragraph 9 concerning the nature of functional music operations. In addition, comments, and, where appropriate, full information, should be furnished for the following:

(a) Existing or proposed methods of functional music and multiplexing methods or systems.

(b) Technical data obtained in functional music and multiplexing tests and operations.

(c) Non-technical data obtained in functional music and multiplexing tests and operations relating particularly to the public demand for such services.

(d) The plans or proposals of interested persons looking toward the establishment of multiplexing and functional music operations on a commercial basis.

(e) The extent, if any, of the degradation of the nature, quality or character of the primary broadcast service and interference to other stations operating on the same or adjacent channels which would result from proposed multiplexing and functional music operations. In this regard comments should include the effect, if any, on receivers in the hands of the public.

(f) Amendments of the Commission's rules required to accomplish the subject proposals for multiplexing and functional music operations on a commercial basis.

16. Written comments on the above matters may be filed with the Commission by any interested party on or before February 15, 1954. Replies to such comments may be filed within 10 days from the last date for filing original comments. In accordance with the provisions of Section 1.764 of the Commission's rules and regulations, an original and 14 copies of all statements, briefs, or comments filed shall be furnished the Commission.

17. This Notice is issued pursuant to the authority of Sections (4(i), 301 and 303 of the Communications Act of 1934, as amended.

18. Pending final action by the Commission on the subject proposals fm broadcast licensees presently engaged in functional music operations are authorized to continue such operations.

19. The Commission will specify in subsequent notices the time and nature of demonstrations and tests and such further proceedings as may be necessary.

FEDERAL COMMUNICATIONS COMMISSION*
Wm. P. Massing
Acting Secretary

Adopted: December 30, 1953
Released: December 31, 1953

*Commissioner Hennock dissenting and issuing a dissenting opinion attached.

DISSENT OF COMMISSIONER HENNOCK

The Commission has today adopted a Notice of Proposed Rule Making looking toward permitting fm broadcast stations for the first time to engage in non-broadcast activities on a simplex and a multiplex basis. To this end, it is proposed (a) to cut down the required minimum hours of operation of fm broadcast stations from 42 to 36 hours a week; and (b) to permit fm licensees to obtain Subsidiary Communications Authorizations (SCA) to engage in point-to-point operations on a simplex basis during the time not devoted to the required minimum of 36 hours of fm broadcasting or on a multiplex basis at any time.

The Notice (in paragraph 9) recognizes that functional music, storecasting and transitcasting, is not broadcasting within the meaning of Section 3 (o) of the Communications Act. Authorization of non-broadcast operations in the fm band, as here proposed, will be therefore, tantamount to a decision that the frequencies heretofore exclusively allocated for fm broadcasting may henceforth be used for non-broadcast operations. This in my opinion is a reallocation of the fm band, and no amount of emphasis "that our aim here is not the conversion of the fm broadcast band to some new specialized non-broadcast service or services" will change this result.

If the spectrum space allocated to fm broadcasting is excessive, or not fully utilized by that service and capable of accommodating the services, all persons interested in radio communications should be given an opportunity to apply for the use of these frequencies. As it is, only fm licensees would be the beneficiaries of this proposal, for only they would be eligible for the proposed SCA to engage in non-broadcast operations. In my opinion, it has not been shown that it would be in the public interest so to restrict the scope of what essentially is a proposal for a new allocation of 20 megacycles of spectrum space.

A failure of the majority to recognize that this proposal constitutes, in effect, a reallocation of the fm band contains far-reaching implications. Frequencies are allocated to the broadcast services on the theory that they will be used for "the dissemination of radio communications intended to be received by the public." (Sec. 3 (o) of the Act.) The very justification for allocating exclusively for broadcasting wide portions of the immensely valuable and scarce spectrum space, is the fact that it be used for broadcasting for the benefit of the general public.

Yet, here the Commission is proposing to convert the fm band to private non-broadcast use of fm licensees. This may, in effect, give them a wind-fall from the public domain for which the demand increases daily and the supply decreases constantly. For the uses to which the fm band can be placed through multiplexing may be virtually unlimited. While the Commission emphasizes that the primary use of the band is to remain fm broadcasting by the very nature of the manifold uses, e.g., multiplexing, functional music, storecasting, transitcasting and all other services lying between functional music operation and taxicab dispatching service, fm broadcasting may well be relegated to a subsidiary position. This is certainly a case of the tail wagging the dog.

Time does not permit me to translate these new uses of the fm broadcast band into their effect on the other broadcast services, as well as common carriers and special services.

Clearly a full public hearing is called for here to explore fully the above problems not only raised by the proposed reallocation of broadcast frequencies for non-broadcast uses, but also to study and define the uses of multiplexing, and those eligible for its use. I hope that the comments which will be forthcoming will shed further light on the above problems which I find so perplexing at this time.

Station Authorizations, Applications
(As Compiled by B • T)

Dec. 29 through Jan. 6

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N.—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Nov. 30, 1953*

	AM	FM	TV
Licensed (all on air)	2,485	535	101
CPs on air	24	26	†233
CPs not on air	113	20	215
Total on air	2,509	561	†334
Total authorized	2,622	581	550
Applications in hearing	129	1	154
New station requests	181	5	236
Facilities change request	149	30	16
Total applications pending	836	94	370
Licenses deleted in Nov.	0	3	0
CPs deleted in Nov.	0	3	7

*Does not include noncommercial educational fm and tv stations.

†Authorized to operate commercially.

* * *

Am and Fm Summary through Jan. 6

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,521	2,499	139	187	137
Fm	560	534	25	2	3

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	197	294	491[1]
Educational	12	17	29

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	237	117	354
Noncommercial on air	1	1	2

Applications filed since April 14, 1952:

	New	Amnd.	vhf	uhf	Total
Commercial	895	337	688	524	1,213[1]
Educational	51		25	26	51[2]
Total	926	337	713	550	1,264[4]

[1] Thirty-three CPs (8 vhf, 25 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 29 already granted.
[4] Includes 516 already granted.

* * *

Note: Amended processing procedures and revised city priority list (continuing only those cities with contested applications) are now in effect [B•T, Oct. 26].

ACTIONS OF FCC
New Tv Stations . . .

GRANTS

Alexandria, La.—Alexandria Bcstg. Co. (KALB-AM-FM), granted vhf ch. 5 (76-82 mc), ERP 28.2 kw visual, 16.2 kw aural; antenna height above average terrain 550 ft., above ground 583 ft. Estimated construction cost $231,480, first year operating cost $150,000, revenue $250,000. Studio 6th and Washington. Transmitter 1 mi. S.E. of Pineville, La., corporation limits. 31° 18′ 22.2″ N. Lat., 92°24′ 56.4″ W. Long. Transmitter and antenna RCA. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Applicant is licensee of KALB-AM-FM Alexandria. Principals include President **W. H. Allen** (52%); Vice President **Grove Stafford** (0.8%), partner with Stafford & Pitts, Alexandria law firm, and Secretary-Treasurer **T. B. Lanford** (47.2%), 50% owner of KRRV Sherman, Tex., 23% owner of WSLI Jackson, Miss., 48% owner of KRMD Shreveport, La., ⅓ owner of KPLC Lake Charles, La., ½ owner of D & L Co. (real estate), Shreveport, ½ owner of Cullom-Walker Inc. (Packard Motor Car distributing company), Texarkana, Tex., and 37½ interest in Louzan Lumber & Supply Co., Shreveport. Address: 6th and Washington Streets, Alexandria, La. Grant was made possible by withdrawal of competitive application of KSYL. KSYL receives 2 year option from time of commercial operation to purchase 49% limited voting stock interest. Granted Dec. 30.

Erie, Pa.—Commodore Perry Bcstg. Service, granted uhf ch. 66 (782-788 mc); ERP 30 kw visual, 15 kw aural; antenna height above average terrain, 159 ft.; above ground, 325 ft. Estimated construction cost, $203,300; first year operating cost, $200,000; revenue, $250,000. Post Office address: 806 Park Ave., Meadville, Pa. Studio and transmitter location: State and 12th Sts. Geographic coordinates: 42° 07′ 26″ N. Lat., 80° 04′ 52″ W. Long. Transmitter and antenna: RCA. Legal counsel: Cohn & Marks, Washington. Consulting engineer: Weldon & Carr, Washington. Principals include: President **Dr. Perry D. Cook** (25%), 50% owner of Cook Chiropractic Clinics in Meadville and Sharon, Pa.; Executive Vice President **Hoyt H. Stout** (25%), chief engineer of WMGW Meadville; Vice President **Dr. Perry D. Cook Jr.** (25%), 50% owner of Cook Clinic in Newcastle and sole owner of White Cottage Drive-In Restaurant in Sharon; Vice President **Rowland B. Mahaney** (12.5%), state senator, former member of the U. S. House of Representatives, and City Solicitor for Titusville, Pa.; and Secretary-Treasurer **Owen K. Murphy** (12.5%), president-51% owner of Niagara Mfg. and Distributing Corp., Adamsville, Pa. Granted Dec. 31.

APPLICATIONS

Selma, Ala.—Dallas Bcstrs. Inc., vhf ch. 8 (180-186 mc); ERP 10.7 kw visual, 5.57 kw aural; antenna height above average terrain 369 ft., above ground 387 ft. Estimated construction cost $149,000, first year operating cost $150,000, revenue $180,000. Post Office address P. O. Box 686 Selma. Studio and transmitter location Broad St., 2 mi. N. of Selma business section. Geographic coordinates 32° 25′ 38.5″ N. Lat., 87° 00′ 58.6″ W. Long. Transmitter and antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer W. J. Holey, Atlanta, Ga. Principals include President **Oscar P. Covington** (13.75%), Vice President **Clara R. Covington** (13.75%) and Secretary-Treasurer **Hugh M. Smith** (3.75%). All stockholders of applicant corporation have identical stock interests in WCOV-AM-FM-TV Montgomery, Ala., and WGWD Gadsden, Ala. Filed Dec. 31.

Paducah, Ky.—Paducah Newspapers Inc., vhf ch. 6 (82-88 mc); ERP 58.3 kw visual, 35 kw aural; antenna height above average terrain 628 ft., above ground 583 ft. Estimated construction cost $563,744, first year operating cost $390,129, revenue $427,266. Post Office address 408-12 Kentucky Ave., Paducah. Studio and transmitter location Elmdale Rd. extended and city limits. Geographic coordinates 37° 02′ 55″ N. Lat., 88° 38′ 36″ W. Long. Transmitter and antenna RCA. Legal counsel Scharfeld, Jones & Baron, Washington. Consulting engineer A. D. Ring & Assoc., Washington. Principals include President **E. J. Paxton Sr.** (0.6%), Vice President **E. J. Paxton Jr.** (11.2%), president and 18.75% stockholder WKYB Paducah; Secretary **F. R. Paxton** (11.2%), vice president-10% stockholder WKYB and Treasurer **J. L. Roth** (0.4%), 5% stockholder WKYB. Filed Dec. 28.

MISSISSIPPI'S MOST POWERFUL TV STATION
WSLI-TV
JACKSON

Target date for beginning operations is March 1, 1954, transmitting with a power of 214,000 watts. Even at full capacity, no other Mississippi station can deliver this much power.

MISSISSIPPI'S WEALTHIEST MARKET

Weed Television — National Representative

FOR
SPANISH LANGUAGE
STATIONS!

now!

TOP STARS—TOP STORIES
TOP PRODUCTION
in *SPANISH*

3 great transcribed features

FOR CHILDREN
260 quarter-hours
"LAS AVENTURAS DE SUPERMAN"
(SUPERMAN)

FOR WOMEN
260 quarter-hours
"CINTA DE PLATA"
(SILVER SCREEN)

series of soap-operas adapted from current movies. . . .

AND
FOR THE ENTIRE FAMILY
Arturo De Cordova
starring in
"LOS PERSEGUIDOS"
(THE PERSECUTED)
26 half-hours of SUSPENSE

WIRE, WRITE FOR AUDITIONS. . . .

FREMANTLE OVERSEAS RADIO & TV, INC.
366 Madison Avenue, N.Y. 17, N.Y.
($3 deposit per show, refund on return)

APPLICATIONS AMENDED

Jacksonville, Fla.—Jacksonville Bcstg. Corp. (WPDQ) amends bid for new tv station on vhf ch. 12 to change transmitter location to Prudential Bldg., Mary St. & LeBaron Ave., Jacksonville; antenna height above average terrain 460 ft. Filed Dec. 29.

Miami Beach, Fla.—WKAT Inc. amends bid for new tv station on vhf ch. 10 to change ERP to 316 kw visual and 190 kw aural. Filed Dec. 22.

West Palm Beach, Fla.—WEAT Tv Inc. amends bid for new tv station on vhf ch. 12 to change ERP to 50.12 kw visual and 26.98 kw aural. Filed Dec. 30.

Alexandria, La.—Alexandria Bcstg. Co. amends bid for vhf ch. 5 to change ERP to 28.29 kw visual and 16.12 kw aural. Filed Dec. 22.

Buffalo, N. Y.—WKBW Inc. (WKBW) amends bid for new tv station on vhf ch. 7 to change ERP to 276 kw visual, 158 kw aural; antenna height above average terrain 425 ft. Filed Dec. 30.

Fayetteville, N. C.—Fayetteville Bcstrs. Inc. (WFLB) amends bid for new tv station on uhf ch. 18 to change ERP to 98.5 kw visual and 54.5 kw aural. Filed Jan. 4.

Toledo, Ohio—Toledo Blade Co. amends bid for new tv station on vhf ch. 11 to change transmitter location to N. Curtice Rd., ½ mi. N. of Jerusalem Rd.; antenna height above average terrain 1,000 ft. Filed Jan. 4.

Muskogee, Okla.—Okla. Press Pub. Co. amends bid for new tv station on vhf ch. 5 to change ERP to 47.89 kw visual and 28.73 kw aural. Filed Dec. 22.

Sunbury, Pa.—Sunbury Bcstg. Corp. (WKOK) amends bid for new tv station on uhf ch. 65 to change ERP to 137 kw visual, 73.9 kw aural; change studio location to John & Front Sts.; antenna height above average terrain 877 ft. Filed Dec. 29.

Ft. Worth, Tex.—Texas State Network Inc. amends bid for new tv station on vhf ch. 11 to change studio location to S.W. of Texas and Lake Sts., Ft. Worth; transmitter location to ¾ mile E of White Lake, ¼ mile N of Ederville Rd.; antenna height above average terrain 1,016 ft. Filed Dec. 22.

APPLICATIONS DISMISSED

Ottumwa, Iowa—Valley Tv & Radio Inc. FCC dismissed bid for new tv station on uhf ch. 15 at request of applicant. Dismissed Dec. 28.

Ottumwa, Iowa—Ottumwa Telecasting Corp. FCC dismissed bid for new tv station on uhf ch. 15 at request of attorney. Dismissed Dec. 29.

WSYR-TV

Syracuse, N.Y.

Channel 3
100 kw

The Only Low-Band
V.H.F. Station in
Central New York

Headley-Reed
National Representatives

NBC Affiliate

WSYR-TV

Paducah, Ky.—WKYB Inc. (WKYB). FCC dismissed bid for new tv station on vhf ch. 6 at request of attorney. Dismissed Dec. 29.

Alexandria, La.—KSYL Inc. FCC dismissed bid for new tv station on vhf ch. 5 at request of attorney. Dismissed Dec. 29.

Kansas City, Mo.—David M. Segal. FCC dismissed bid for new tv station on uhf ch. 65 at request of applicant. Dismissed Dec. 23.

Fargo, N. D.—Red River Valley Tv Corp. FCC dismissed bid for new tv station on vhf ch. 13 at request of attorney. Dismissed Dec. 23.

Existing Tv Stations . . .

ACTIONS BY FCC

WDBO-TV Orlando, Fla.—Orlando Bcstg. Co. granted modification of CP for vhf ch. 6 to change studio and transmitter location to NW corner of State Hwy 50 and Texas Ave.; ERP to 100 kw visual, 50 kw aural; antenna height above average terrain 540 ft. Granted Dec. 31; announced Jan. 5.

WFBM-TV Indianapolis, Ind. — WFBM Inc. granted modification of CP for vhf ch. 6 to change transmitter location to 2.85 miles S of 86 St. and 5.8 miles W of Ditch Rd.; change ERP to 100 kw visual, 50 kw aural; antenna height above average terrain 990 ft. Granted Dec. 29; announced Jan. 5.

WNBT (TV) New York, N. Y.—National Bcstg. Co. granted modification of CP for vhf ch. 4 to change ERP to 25.7 kw visual and 12.9 kw aural. Granted Dec. 31; announced Jan. 5.

KMPT (TV) Oklahoma City, Okla.—KLPR Tv Inc. granted modification of CP for uhf ch. 19 to change ERP to 178 kw visual, 93.3 kw aural; antenna height above average terrain 960 ft. Granted Dec. 28; announced Jan. 5.

WFBC-TV Greenville, S. C.—WMRC Inc. granted STA to operate commercially on vhf ch. 4 for the period ending March 29. Granted Dec. 29; announced Jan. 5.

KING-TV Seattle, Wash. — King Bcstg. Co. granted modification of CP for vhf ch. 5 to change ERP to 100 kw visual, 50 kw aural; antenna height above average terrain 820 ft. Granted Dec. 31; announced Jan. 5.

STATIONS DELETED

WFMD-TV Frederick, Md.—Monocacy Bcstg. Co. FCC deleted station on uhf ch. 62 at request of applicant. Deleted Dec. 24.

APPLICATIONS

WBES-TV Buffalo, N. Y.—WBES-TV Inc. FCC cancelled CP for tv station on uhf ch. 59 and deleted call letters. Deleted Dec. 30.

KEPO El Paso, Tex.—KEPO Inc. FCC deleted station on vhf ch. 13 at request of attorney. Deleted Dec. 29.

KULA-TV Honolulu, Hawaii—Pacific Frontier Bcstg. Co. seeks modification of CP for vhf ch. 4 to change ERP to 26.3 kw visual, 13.2 kw aural; transmitter and studio location to 1250 ala Moana Blvd., Honolulu; antenna height above average terrain 20.8 ft. Filed Jan. 4.

WBUF-TV Buffalo, N. Y.—WBUF Inc. seeks modification of CP for uhf ch. 17 to change ERP to 229 kw visual, 114.5 kw aural; antenna height above average terrain 422 ft. Filed Jan. 4.

KING-TV Seattle, Wash.—King Bcstg. Co. seeks modification of CP for vhf ch. 5 to change ERP to 50.1 kw aural; antenna height above average terrain 822 ft. Filed Jan. 4.

CALL LETTERS ASSIGNED

WMIE-TV Miami, Fla.—WMIE-TV Inc., uhf ch. 27.

WJNO-TV West Palm Beach, Fla.—Palm Beach Tv Inc., vhf ch. 5.

KTKA (TV) Topeka, Kan.—Alf M. Landon, uhf ch. 42.

WPBN-TV Traverse City, Mich.—Midwestern Bcstg. Co., vhf ch. 7.

KDAL-TV Duluth, Minn.—Red River Bcstg. Co., vhf ch. 3.

WLBT (TV) Jackson, Miss.—Lamar Life Bcstg. Co., vhf ch. 3. Changed from WJDT.

WLOS (TV) Asheville, N. C.—Skyway Bcstg. Co., vhf ch. 13.

WCET (TV) Cincinnati, Ohio—Greater Cincinnati Tv Educational Foundation, noncommercial educational uhf ch. 48.

KEOK (TV) Ada, Okla.—Eastern Okla. Tv Inc., vhf ch. 10.

WFBC-TV Greenville, S. C.—Carolina Tv Inc., vhf ch. 4. Changed from WGCT.

WPDV (TV) Florence S. C.—Jefferson Standard Bcstg. Co., vhf ch. 8.

WORD-TV Spartanburg, S. C.—Spartan Radiocasting Co., vhf ch. 7.

WDXI-TV Jackson, Tenn.—Dixie Bcstg. Co., vhf ch. 9.

KLYN-TV Amarillo, Tex.—Plains Empire Bcstg. Co., vhf ch. 7.

KOVO (TV) Provo, Utah—KOVO Bcstg. Co., vhf ch. 11.

WKBT (TV) La Crosse, Wis.—WKBH Tv Inc., uhf ch. 38.

WMGB-TV Marinette, Wis.—M & M Bcstg. Co., vhf ch. 11. Changed from WMAM-TV.

New Am Stations . . .

ACTION BY FCC

Tulia, Tex.—Tulia Bcstg. Co., granted 1260 kc, 1 kw daytime. Post office address Box 868, Hereford, Tex. Estimated construction cost $20,850, first year operating cost $25,000, revenue $37,000. **Mr. Clint Formby,** ⅓ owner-manager KPAN Hereford, Tex., is sole owner. Granted Dec. 30.

APPLICATIONS

Naples, Fla.,—Collier County Bcstrs. Inc., 1430 kc, 500 w daytime. Estimated construction cost $21,975, first year operating cost $36,000, revenue $42,000. Principals include **News-Press Pub. Co.** (58%), publisher of *Ft. Myers News-Press* (Fla.), and President **Michael Chance** (40%), general manager and 40% owner *Collier County News*, Naples. Post office address % Michael Chance, *Collier County News*, Naples. Filed Dec. 18.

Mt. Vernon, Ind.—Henry C. Sanders & Norman Hall d/b as Mt. Vernon Bcstg. Co., 1590 kc, 500 w daytime. Estimated construction cost $21,466, first year operating cost $25,000, revenue $40,000. Principals include **Henry C. Sanders** (75%), 75% owner WBNL Boonville and WBTO Linton, Ind., and **Norman Hall** (25%), 25% owner WBNL and WBTO. Post office address % Henry S. Sanders, Boonville. Filed Dec. 24.

London, Ky.—Lebanon Bcstg. Co., 1400 kc, 250 w unlimited. Post office address Hotel London, London. Estimated construction cost $15,111, first year operating cost $84,000, revenue $72,000. Principals include President **Charles F. Trivette** (44%), former State senator, applicant for new am station at Mt. Sterling, Ky., and stockholder in applicant for new am station at Ashland, Ky.; **Elmo Mills** (4%), auto dealer, and **Herman G. Dotson** (4%), auto dealer. Filed Dec. 28.

Mountain Grove, Mo.—Kickapoo Prairie Bcstg. Co. (KICK Springfield, Mo.), 1360 kc, 1 kw daytime. Estimated construction cost $29,084, first year operating cost $31,000, revenue $36,000. Principals include President **Floyd W. Jones** (26.4%), Vice President **Lester F. Strauss** (23.6%), and Secretary-Treasurer **Roger H. Taylor** (23.6%). Post office address 610 College St., Springfield. Filed Dec. 17.

Tabor City, N. C.—Tabor City Bcstg. Co., 1220 kc, 1 kw daytime. Estimated construction cost $6,250, first year operating cost $36,000, revenue $54,000. Principals include President **John B. Ward Sr.** (30%), real estate; Vice President **J. M. Soles Jr.** (20%), coin operated music machines and Secretary-Treasurer **Isadore Kramer** (10%), department store owner. Post office address % John B. Ward Sr., Longwood, N. C. Filed Dec. 23.

Tyron, N. C.—Mildred Allen & Dorothy Friend d/b as Thermal Bcstg. Co., 1540 kc, 250 w daytime. Estimated construction cost $10,034, first year operating cost $22,860, revenue $37,960. Principals include **Mildred Allen** (50%), assistant professor of speech at U. of Tulsa and **Dorothy Friend** (50%), announcer KOTV Tulsa, Okla. Post office address % Mildred Allen, 2202 E. 7 St., Tulsa, Okla. Filed Dec. 29.

New Fm Stations . . .

ACTIONS BY FCC

Tucson, Ariz.—Thomas J. Wallace granted CP for new fm station on ch. 258 (99.5 mc); ERP 10 kw; antenna height above average terrain minus 7 ft. Granted Dec. 30.

KUOH (FM) Honolulu, Hawaii—U. of Hawaii granted CP for a new noncommercial educational fm station on ch. 213 (90.5 mc) with power of 10 w. Granted Dec. 29.

Existing Fm Stations . . .

ACTIONS BY FCC

WTOC (FM) Savannah, Ga.—Savannah Bcstg. Co. granted modification of CP to change ERP from 5 kw to 8.1 kw and antenna height above average terrain from 260 ft. to 400 ft. Granted Jan. 6.

WHO-FM Des Moines, Iowa—Central Bcstg. Co. granted modification of CP to change ERP from 400 kw to 24 kw. Granted Jan. 6.

APPLICATIONS

WJDX-FM Jackson, Miss.—Lamar Life Ins. Co. seeks CP to change antenna height above average terrain to 602 ft.; studio location to 715 S. Jefferson St., Jackson. Filed Dec. 30.

WHAT-FM Philadelphia, Pa. — Independence Bcstg. Co. seeks modification of CP to change to ch. 287 (105.3 mc). Filed Dec. 30.

Ownership Changes . . .

ACTIONS BY FCC

KFSA-AM-TV Ft. Smith, Ark.—Southwestern Pub. Co. granted voluntary assignment of license to its wholly owned subsidiary Southwestern Radio & Tv Co. Granted Dec. 30.

KBRS Springdale, Ark.—Southwestern Pub. Co. granted voluntary assignment of license to wholly owned subsidiary Northwest Arkansas Bcstg. & Tv Co. Granted Dec. 30.

KNGS Hanford, Calif.—Hanford Bcstg. Co. granted voluntary assignment of license to Hanford Bcstg. Co. of Calif. Mr. Earl J. Fenton is sole owner of both companies. Granted Dec. 31.

KCAL Redlands, Calif.—Bernard Corren, Saul Levine & A. Milton Miller d/b as Southwest Bcstg. Co. granted voluntary assignment of CP to company of the same name. No consideration is involved as each partner retains ⅓ interest in new company. Granted Dec. 31.

KROY Sacramento, Calif.—KROY Inc. granted voluntary transfer of control to C. L. McCarthy (32%) and George H. Lips (23%) through formation of a voting trust. Granted Dec. 30.

KVSM San Mateo, Calif.—Hugh H. Smith granted voluntary assignment of license to KVSM Inc. for $75,442. Principals include President **John F. Malloy** (50%), 10% stockholder KROY Sacramento and free lance radio-tv performer and Secretary-Treasurer **Georgiene A. Malloy** (50%), free lance writer. Granted Jan. 6.

WHO-TV Des Moines, Iowa—Central Bcstg. Co. granted voluntary assignment of CP for vhf ch. 13 to WHO-TV, new corporation. Purpose of application is to effectuate merger agreement whereby Independent Bcstg. Co. (KIOA) receives 40% interest for $200,000. KIOA had dismissed its bid for the ch. 13 facility and had received $25,000 for costs incurred in prosecuting its application. Granted Jan. 6.

WACR Columbus, WMBC Macon, Miss.—Mississippi Bcstg. Co. granted voluntary assignment of licenses to J. W. Furr for $40,000. Mr. Furr is permittee of new am station WHER at Columbus and grant of this application is conditioned on relinquishment of the CP for WHER. Granted Jan. 6.

KCTY (TV) Kansas City, Mo.—Empire Coil Co. granted consent assignment of CP for uhf ch. 25 to Allen B. DuMont Labs. Inc. for $1 and assumption of certain obligations. Granted Dec. 31.

KOIL Omaha, Neb.—Central States Bcstg. Co. granted transfer of control from Nebraska Rural Radio Assn. to licensee corporation through purchase of 1,000 shares for $161,500. Principals include President **M. Deaton** (2.38%); Vice President **Charles S. Crabtree** (26.20%), general manager WKIK Pocatello, Idaho, and **Don W. Burden** (26.20%) KWIK sales manager. Granted Dec. 30.

WWNC Asheville, N. C. — Asheville Citizens-Times Co. granted voluntary assignment of license to parent corporation Asheville Citizens-Times Pub. Co. with no change in stock interest of controlling corporation. Granted Dec. 30.

WFAI Fayetteville, N. C.—Rollins Bcstg. Inc. granted voluntary assignment of license to Ralph E. Hess for $125,000. Mr. Hess is Philadelphia advertising account executive and is applicant for new tv station on uhf ch. 18 at Fayetteville. Granted Jan. 6.

WGAR Cleveland, Ohio—WGAR Bcstg. Co. granted voluntary assignment of license and transfer of control to Peoples Bcstg. Corp. through sale of all stock for $1,750,000. Peoples Bcstg. is subsidiary of Farm Bureau Mutual Ins. Co., headed by Murray D. Lincoln. Peoples Bcstg. is licensee of WTTM Trenton, N. J.; WRFD Worthington (Columbus) Ohio, and WMMN Fairmont, W. Va. Granted Dec. 30.

KBKI Alice, Tex.—George Prowse, Buford Nicholson & E. G. Lloyd Jr. d/b as Alice Bcstg. Co. granted voluntary assignment of license to new corporation of same name with each partner retaining identical interest. Granted Dec. 30.

KFYN Bonham, Tex. — Bonham Pub. Co. granted voluntary assignment of license to Charles L. Cain for $14,000. Mr. Cain is 75% owner KCNY San Marcos, Tex., and 10% owner KFTV Paris, Tex. Granted Jan. 6.

KDLK Del Rio, Tex.—James A. Clements & Richard J. Higgins d/b as Del Rio Bcstg. Co. granted voluntary assignment of license to Don R. Howard for $30,000. Mr. Howard is manager KDLK. Granted Dec. 30.

KLO Ogden, Utah—Interstate Bcstg. Corp. granted voluntary assignment of license to new corporation with same stockholders to be known as Interstate Corp. Granted Dec. 29.

KPUY Puyallup, Wash.—Henry Perozzo & Antonio Gomez d/b as Puyallup Valley Bcstg. Co. granted voluntary assignment of license to Henry Perozzo, Antonio Gomez and Paul A. Schumaher d/b as Puyallup Valley Bcstg. Co. Mr. Schumaher purchases 11% interest for $5,000. Granted Dec. 30.

KXLY-AM-TV Spokane, Wash.—Symons Bcstg. Co. granted transfer of control to Northern Pacific Tv Corp. and Northern Pacific Radio Corp. for $1,723,500. Principals include **Joseph Harris** (45%), insurance brokerage and former head of Motion Pictures for Tv Inc.; **Norman Eisenstein** (45%), real estate investor and dress manufacturer, and **Richard E. Jones** (10%), former director of DuMont stations. Granted Jan. 6.

APPLICATIONS

WSBC Chicago, Ill.—Julius Miller, Oscar Miller, Bertha L. Miller & Gertrude Miller d/b as Radio Station WSBC seek voluntary assignment of license to WSBC Bcstg. Co. for $180,000. WSBC Bcstg. is owned by Louis B. Lee who is in the air conditioning business. Filed Dec. 30.

WDOB Canton, Miss.—J. Dige Bishop, Annie Dee Davis & James T. Ownby d/b as Madison County Bcstg. Co. seeks voluntary assignment of license to company of the same name. There is no change in percentage of ownership interests. Filed Dec. 30.

KRES St. Joseph, Mo.—Mo. Valley Bcstg. Corp. seeks voluntary assignment of license to KRES Radio Corp. for $75,000. Principals include President **T. Casper** (25%), sports director KCUL Ft. Worth, Tex.; Vice President **George Wesley Marti** (27%), president-64% owner KCLE-AM-FM Cleburne, Tex.; Secretary-Treasurer **William Leon Diamond** (37.5%), ranching and property owner, and **John Marti** (10.5%), vice president and 28% owner KCLE. Filed Dec. 23.

WHPE High Point, N. C.—High Point Enterprise Inc. seeks voluntary assignment of license to High Point Bcstg. Co. for $50,000. Principals include President **Gary C. Davis** (34.33%), WHPE general manager; Vice president **Homer M. Ridge Jr.** (28.6%), dairy products; Secretary **Dale C. Montgomery** (11.4%), building supplies; Treasurer **D. S. Hedgecock** (14.3%), building supplies; **George A. Covington** (5.7%), Mayor of High Point, and Assistant Secretary **Robert Lee Moore** (5.7%), WHPE chief engineer. Filed Dec. 30.

KJUN Redmond, Ore.—Juniper Bcstrs. Inc. seeks voluntary transfer of control to F. Gilbert Lieser through purchase of 60% interest from Harold C. Sigleton for $15,000. Mr. Lieser, general manager KJUN, will now be sole owner. Filed Dec. 28.

WTVU (TV) Scranton, Pa.—Appalachian Co. seeks voluntary transfer of control (100% of stock) from Frank J. and Jane C. Collins to Nay Aug Coal Co. Frank J. and Jane C. Collins own all stock of Nay Aug Coal Co. Filed Dec. 29.

WLCM Lancaster, S. C.—Royal Bcstg. Co. seeks voluntary relinquishment of control by Milton D. Scarboro through sale of 240 shares for $23,000. Licensee retires 145 shares and Messrs. Wm. H. B. Simpson, William Dougherty and C. K. Connelly Jr. purchase 95 shares of $8,500. Principals will now include **Wm. H. B. Simpson** (20%), **Charles K. Connelly Jr.** (18.8%) and **William Dougherty** (29.8%). Filed Dec. 22.

WOKW Sturgeon Bay, Wis.—Door County Radio Co. seeks voluntary transfer of control to Chandler F. Harris through purchase of 49% interest from Gerald A. Bartell for $9,500. Mr. Harris will now control 74% interest. Filed Dec. 29.

Hearing Cases . . .

ACTIONS BY FCC

KAGR-TV Yuba City, Calif.—John Steventon is being advised that application for additional time to construct tv station on ch. 52 cannot be granted at this time on basis of evidence presented. Comr. Hennock dissented. Action Dec. 30.

West Palm Beach, Fla.—Palm Beach Bcstg. Corp., WEAT. FCC designated for hearing on Jan. 29 in Washington competitive applications for vhf ch. 12. Action Dec. 30.

Jacksonville, Fla.—Vhf ch. 12 proceeding. FCC scheduled hearing on Feb. 5 on competitive bids of City of Jacksonville, Florida-Georgia Television Co. and Jacksonville Bcstg. Co., for ch. 12. In order designating these applications for hearing, the Commission denied petitions filed by City of Jacksonville and Jacksonville Bcstg. Co. requesting that the application of Florida-Georgia Television Co. be dismissed. Action Jan. 6.

Miami, Fla.—WKAT; L. B. Wilson Inc.; North Dade Video Inc., Public Service Tv Inc. FCC designated for consolidated hearing on Jan. 29 in Washington competitive applications for vhf ch. 10. Action Dec. 30.

Sioux City, Iowa—Vhf ch. 4 proceeding. FCC Comr. John C. Doerfer granted petition by KSCJ for dismissal without prejudice of its bid for vhf ch. 4 and retained in hearing application of KCOM. Action Dec. 30.

WGRD Grand Rapids, Mich.; WRIS Roanoke, Va.—By memorandum opinions and orders, the Commission ordered WGRD and WRIS to refrain from operating during pre-sunrise hours at their respective locations; this prohibition to become permanent at the expiration of 30 days unless WGRD and WRIS request oral argument. This action is premised on pleading by WING Dayton, Ohio, that the latter suffers pre-sunrise interference from WGRD and WRIS. All three operate on 1410 kc; WING with 5 kw-U; WGRD with 1 kw-D, and WLIS with 5 kw-D. Action Dec. 29.

WGRD Grand Rapids, Mich.—Music Bcstg. Co. FCC by memorandum opinion and order, denied petition filed Dec. 30, 1953, for stay of Commission action of Dec. 28 ordering WGRD to refrain, pending further proceedings, from pre-sunrise operation because of interference to WING Dayton, Ohio. Commissioners Webster and Hennock absent. Action Jan. 6.

Biloxi, Miss.—Vhf ch. 13 proceeding. FCC scheduled hearing on Feb. 5 on competitive bids of Radio Associates Inc. and WLOX for new tv station on vhf ch. 13. Action Jan. 6.

Muskogee, Okla.—Vhf ch. 8 proceeding. FCC scheduled hearing on Feb. 5 on competitive bids of Tulsa Bcstg. Co., Okla. Press Pub. Co. and Ashley L. Robison for new tv station on vhf ch. 8. Action Jan. 6.

Tulsa, Okla.—Vhf ch. 2 proceeding. FCC scheduled hearing on Feb. 5 on competitive bids of Central Plains Enterprises Inc., Fryer Tv Co. and Oil Capitol Corp. for new tv station on vhf ch. 2. Action Jan. 6.

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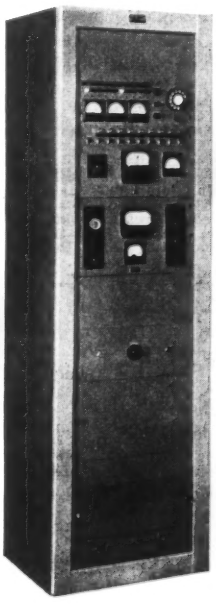

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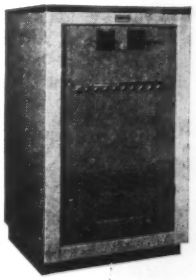

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Tulsa, Okla.—Uhf ch. 17 proceeding. FCC scheduled hearing on Feb. 5 on competitive bids of Tulsa Tv Co. and Arthur R. Olson for new tv station on uhf ch. 17. Action Jan. 6.

Rules Amended to Expedite Revocation and Cease and Desist Proceedings—By order, the Commission amended Section 1.402(d) of its Rules of Practice and Procedure to expedite proceedings subsequent to the issuance of an examiner's initial decision in revocation and cease and desist proceedings. Action Jan. 6.

Price, Utah—FCC scheduled for hearing on Jan. 29 application of Carbon Emery Bcstg. Co. for new am station on 1340 kc, 250 w unlimited which has been protested by KJAM Vernal. Action Dec. 30.

KTAC Tacoma, Wash.—Tacoma Telecasters Inc. FCC rescinded its show cause order directing why the license should not be revoked and cancelled hearing in this matter. Action Dec. 31.

Routine Roundup . . .

December 22 Decisions

BROADCAST ACTIONS

Actions of December 18

Granted License

WMVO, Mount Vernon, Ohio, The Mt. Vernon Bcstg. Co.—Granted license for am station; 1300 kc, 500 w, D, DA (BL-5164).

WPGC Morningside, Md., Harry Hayman—Granted mod. CP for approval of antenna, transmitter and studio location (BMP-6379).

WGCT Greenville, S. C., Carolina Television Inc.—Granted mod. CP to change corporate name to WMRC Inc. (BMPCT-1607).

Granted CP

WDXI Jackson, Tenn., Dixie Bcstg. Co.—Granted CP to mount tv antenna on top of #4 tower of directional array (BP-8512).

WHO Des Moines, Iowa, Central Bcstg. Co.—Granted CP to make changes in antenna system (decrease in height) (BP-9088).

WLAD Danbury, Conn., The Berkshire Bcstg. Corp.—Granted CP to install a new transmitter (BP-9077).

Modification of CP

WEEU-TV Reading, Pa., Hawley Bcstg. Co.—Granted mod. CP for extension of completion date to 4/1/54 (BMPCT-1649).

Actions of December 17

Modification of CP

WBES-TV Buffalo, N. Y., Buffalo-Niagara Tv Corp.—Granted mod. CP to change the corporate name to WBES-TV Inc., completion date 1/20/54 (BMPCT-1609).

The following stations were granted mod. CPs for extension of completion dates as shown:

KSPR-TV Casper, Wyo., to 7/13/54; WSLS-TV Roanoke, Va., to 2/1/54; WCIN-TV Cincinnati, Ohio, to 7/13/54; WAVE-TV Louisville, Ky., to 3/11/54.

Authority to Remain Silent

WSAJ Grove City, Pa., Grove City College—Granted authority to remain silent from Dec. 18 through Jan. 4, 1954, in order to observe college recess.

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WNAO San Juan, P.R.; KROC Rochester, Minn.; WLMJ Jackson, Ohio; WSTN St. Augustine, Fla.; WHOA Decatur, Ala.

Actions of December 16

Remote Control

WHOS-FM Decatur, Ala., No. Alabama Bcstg. Co.—Granted authority to operate transmitter by remote control.

Modification of CP

The following were granted mod. CPs for extension of completion dates as shown:

WKNY-TV Kingston, N. Y., to 7/22/54; KTAG-TV Lake Charles, La., to 2/17/54; KROC-TV Rochester, Minn., to 7/15/54.

Actions of December 15

Modification of CP

The following were granted mod. CPs for extension of completion dates as shown:

KNUC-TV Houston, Tex., to 6/29/54; KULA-TV Honolulu, to 5/1/54; WKOW-TV Madison, Wis., to 7/11/54.

Actions of December 11

Modification of CP

WVIN-FM Olney, Ill., Olney Bcstg. Co. — Granted mod. CP to change type transmitter and change antenna system (BMPH-4880).

ACTIONS ON MOTIONS

By Hearing Examiner Fanney N. Litvin

Franklin County Bcstg. Co., Washington, Mo.—Continued hearing scheduled for Dec. 22, 1953, to Jan. 21, 1954, in re (Docket 10450; BP-8241), CP for am station. (Action taken 12/16.)

By Hearing Examiner Claire W. Hardy

KWK Inc., KXOX Inc., Mo. Valley Tv Co., St. Louis, Mo.—Issued a preliminary order controlling conduct of hearing in this proceeding (Dockets 8810 et al.) for ch. 4.

KXOK Inc., St. Louis, Mo.—Denied motion of KXOX Inc. to strike certain portions of the supplementary material filed by KWK Inc. and Mo. Valley pursuant to Public Notice (Mimeo 95863) the Commission's announcement of additional changes to expedite broadcast hearing procedure, dated Oct. 14, 1953 (Docket 8811 et al.). (Action taken 12/17.)

By Hearing Examiner Thomas H. Donahue

Queen City Bcstg. Co., KXA Inc., Puget Sound Bcstg. Co., Seattle, Wash.—Continued consolidated hearing from Dec. 18 to Jan. 15, 1954, in re ch. 7 (Docket 9030 et al).

St. Louis Telecast Inc., et al., St. Louis, Mo.—Continued from Dec. 31 to Jan. 14, 1954, the consolidated hearing re ch. 11 in re Docket 8809 et al., pursuant to agreement of parties.

By Hearing Examiner Herbert Sharfman

South Central Bcstg. Corp., et al., Evansville, Ind.—Continued hearing scheduled for Jan. 18 to Jan. 25, 1954, in re ch. 7 (Docket 10461 etc.).

Scripps-Howard Radio Inc., et al, Knoxville, Tenn.—Continued hearing scheduled for Jan. 6 to Jan. 14, 1954, in re ch. 10 (Docket 10512 et al).

By Hearing Examiner John B. Poindexter

Issued an order governing course of hearing in re applications of KWTX Bcstg. Co. and Waco Tv Corp., for ch. 10 in Waco, Tex. (Dockets 10694-95); said order and agreements recited therein shall control the subsequent course of hearing, unless modified by the examiner for cause, or by Commission in accordance with applicable procedure.

December 22 Applications

ACCEPTED FOR FILING

Renewal of License

WOR-FM New York, N. Y., General Teleradio Inc.—(BRH-124).

Modification of CP

KSWS-TV Roswell, N. M., John A. Barnett—Mod. of CP (BPCT-883) as mod., which authorized new commercial tv station extension completion date to 4/30/54 (BMPCT-1652).

KCSJ-TV Pueblo, Colo., The Star Bcstg. Co.—License to cover CP (BPCT-1103) as mod., which authorized new commercial tv station and to specify description of studio and transmitter location as 2226 Television Lane, Pueblo (BLCT-170).

KCMO-FM Kansas City, Mo., Meredith Engineering Co.—Modification of construction permit (BPH-1832) which authorized changes in licensed station for, extension of completion date (BMPH-4886).

December 23 Decisions

BY COMMISSION EN BANC

WNHC-TV New Haven, Conn., Elm City Bcstg. Co.—Granted extension of special temporary authority for simultaneous operation on chs. 6 and 8 to midnight Jan. 2, 1954. (Commissioners Hennock and Bartley dissented.)

WITH-TV Baltimore, Md., WITH-TV Inc. — Granted six months extension of time to construct tv station (ch. 60) (BMPCT-1613).

WCBI-TV Columbus, Miss., Birney Imes Jr.— Granted six months extension of time to construct tv station (ch. 28) (BMPCT-1522).

McFarland Letter

The following holders of CPs for new tv stations are being advised that their requests for additional time for station construction cannot be granted at this time on the basis of evidence presented:

Home News Pub. Co., WDHN, ch. 47, New Brunswick, N. J.; Lewistown Bcstg. Co., WMRF-TV, ch. 38, Lewistown, Pa.; Chronicle Pub. Co., WMRI-TV, ch. 29, Marion, Ind.; and Montana Farmer Inc., KMON-TV, ch. 3, Great Falls, Mont. (Commissioner Hennock dissented to these actions except in the case of KMON-TV.)

ACTIONS ON MOTIONS

By Commissioner John C. Doerfer

KAKE Bcstg. Co., Wichita, Kan.—Granted petition for extension of time to Dec. 28, 1953, to file reply brief to exceptions to initial decision in Wichita ch. 10 proceeding (Dockets 10262, 10263; BPCT-964, 700).

Petersburg Television Corp., Petersburg, Va.—Granted petition for extension of time to Dec. 31, 1953, to file reply to oppositions to petition to enlarge issues in Petersburg ch. 8 proceedings (Dockets 10737, 10738; BPCT-1772, 1773).

By Hearing Examiner John B. Poindexter

Capital Television Inc., The Tierney Co., Charleston, W. Va.—Issued memorandum opinion and order after hearing conferences re Charleston ch. 8 proceedings denying request by Tierney to enlarge issues to bring into question Capital's financial qualifications; further conference scheduled for Dec. 29, 1953; tentatively set date of March 1, 1954, for beginning of oral testimony (Dockets 10728, 10729; BPCT-1080, 1085).

By Hearing Examiner William G. Butts

Booth Radio & Television Stations Inc., Woodward Bcstg. Co., Detroit, Mich.—Granted joint petition for continuance of hearing conference in Detroit ch. 50 proceedings; rescheduled conference for Jan. 8, 1954 (Dockets 10660, 10661; BPCT-724 and 1418).

By Hearing Examiner J. D. Bond

WDEF Bcstg. Co., Chattanooga, Tenn.—Granted petitions for leave to amend its tv application (ch. 12) to correct typographical errors in engineering data to incorporate written agreement by WDEF, Southern Television Inc., and Tri-State Telecasting Corp. (Docket 10473; BPCT-989).

By Hearing Examiner Claire W. Hardy

Gave notice of prehearing conferences on Jan. 6, 1954, on applications of Seattle Radio Telephone Service, Radio Contact and Radiosignal Service for construction permits for one-way signaling base stations in the Domestic Public Land Mobile Radio Service in Seattle, Wash. (Dockets 10773-10775), and on Jan. 12, 1954, on applications of Radio Paging and John R. Sutherland for similar authorizations in St. Louis, Mo. (Dockets 10771-10772).

By Hearing Examiner John B. Poindexter

By separate orders, continued from Dec. 14, 1953, to Feb. 8, 1954, hearings re revocation of licenses of Arctic Radio Telephone Co. aeronautical and aeronautical fixed station KXD6/KWX75 and KWS7/KWF74, both in Anchorage, Alaska (Dockets 10734, 10735).

December 23 Applications

ACCEPTED FOR FILING

Remote Control

KDLA De Ridder, La., Sabine Bcstg. Co., (BRC-260); WSNY Schenectady, N. Y., Western Gateway Bcstg. Corp. (BRC-258); KILO Grand Forks, N. D., Grand Forks Herald Inc. (BRC-259); WIRJ Humboldt, Tenn., Gibson County Bcstg. Co. (BRC-257).

KIXL-FM Dallas, Tex., Variety Bcstg. Co.—(BRH-67).

License for CP

WRC-FM Washington, D. C., National Bcstg. Co.—License to cover construction permit (BPH-1812) which authorized changes in licensed station (BLH-936).

KITE-FM San Antonio, Tex., Radio KITE Inc.—License to cover construction permit (BPH-1635) as modified which authorized new fm station (BLH-935).

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Renewal of License

WGFM Schenectady, N. Y., General Electric Co.—(BRH-6).

Extension of Completion Date

KETV Little Rock, Ark., Great Plains Television Properties of Arkansas Inc.—to June 29, 1954 (BMPCT-1655).

KRDO-TV Colorado Springs, Colo., Pikes Peak Bcstg. Co.—to July 19, 1954 (BMPCT-1659).

WWLP Springfield, Mass., Springfield Television Bcstg. Corp.—to March 1, 1954 (BMPCT-1660).

KCMO-TV Kansas City, Mo., Meredith Engineering Co.—to August 3, 1954 (BMPCT-1656).

WRAK-TV Williamsport, Pa., WRAK Inc.—to July 12, 1954 (BMPCT-1657).

WNOW-TV York, Pa., E. J. Williams, et al d/b as The Helm Co.—to July 5, 1954 (BMPCT-1658).

KVOS-TV Bellingham, Wash., KVOS Inc.—to June 24, 1954 (BMPCT-1654).

KMO-TV Tacoma, Wash., KMO Inc.—to February 15, 1954 (BMPCT-1653).

License for CP

KDUB-TV Lubbock, Tex., Texas Telecasting Inc.—License to cover CP (BPCT-1718) as mod., which authorized new commercial tv station (BLCT-171).

Modification of CP

WORZ Orlando, Fla., Central Florida Bcstg. Co.—Modification of construction permit (BP-8350) as modified, which authorized increase daytime power, employing directional antenna, make changes in antenna system and change type of transmitter for extension of completion date (740 kc) (BMP-6393).

Applications Returned

WBRY Waterbury, Conn., American-Republican Inc.—License to cover construction permit (BP-7957) as modified, which authorized replacement of antenna; changes in directional antenna pattern and changes in ground system (1590 kc).

KMRC Morgan City, La., Joe Phillips, A. A. Bensabat Jr., and Morton Silverman, a partnership d/b as The Tri City Bcstg. Co.—Modification of construction permit (BP-8677) which authorized new standard broadcast station for approval of antenna, transmitter and studio location and change type of transmitter (1430 kc).

KPIG Cedar Rapids, Iowa, Cedar Rapids Bcstg. Corp.—(BR-2383).

Remote Control

WVLN-FM Olney, Ill., Olney Bcstg. Co. — Operation by remote control (BRCH-68).

Extension Completion Date

WEEK-TV Peoria, Ill., Robert S. Kerr et al. d/b as West Central Bcstg. Co.—To July 27, 1954 (BMPCT-1665).

KGGM-TV Albuquerque, N. M., New Mexico Bcstg. Co.—To August 6, 1954 (BMPCT-1664).

WKBN-TV Youngstown, Ohio, WKBN Bcstg. Corp.—(BMPCT-1662).

WIBG-TV Philadelphia, Pa., Daily News Television Co.—To September 21, 1954 (BMPCT-1666).

WTVT Chattanooga, Tenn., Tom Potter—To March 20, 1954 (BMPCT-1661).

WJHL-TV Johnson City, Tenn., WJHL Inc.—(BMPCT-1667).

WMEV-TV Marion, Va., Mountain Empire Bcstg. Corp.—To July 26, 1954 (BMPCT-1663).

December 28 Decisions

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of December 24

Granted License

WSLM Salem, Ind., Don H. Martin—Granted license for am station; 1220 kc, 250 w-D. (BL-4932).

WMTM Moultrie, Ga., Colquitt Bcstg. Co.—Granted license for am station, 1300 kc, 1 kw-D (BL-5158).

KBTO El Dorado, Kan., O. A. Tedrick—Granted license for new am station, 1360 kc, 500 w-D (BL-5166).

WBEX Chillicothe, Ohio, Shawnee Bcstg. Co.—Granted license covering changes in antenna system (BL-5174).

KOWH Omaha, Neb., Mid-Continent Bcstg. Co.—Granted license covering installation of new transmitter for auxiliary purposes; condition (BL-5171).

KCOW Alliance, Neb., Sandhills Bcstg. Corp.—Granted license covering change in transmitter and studio locations (BL-5181).

WVOS Liberty, N. Y., Sullivan County Bcstg. Corp.—Granted license covering installation of new transmitter (BL-5168).

Granted CP

KFXM San Bernardino, Calif., Lee Bros. Bcstg. Corp.—Granted CP to install a new transmitter at present location of main transmitter, to be used for aux. purposes only on 590 kc, 250 w, DA-2 (BP-9091).

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown:

KDEN Denver, Colo. to 6/23/54; WCBI-TV Columbus, Miss., to 5/11/54; KGGM-TV Albuquerque, to 7/6/54; WNOW-TV York, Pa. to 7/5/54; WJHL-TV Johnson City, Tenn., to 7/28/54; KRDO-TV Colorado Springs, to 7/19/54; WWLP Agawam, Mass. to 3/1/54; WAPO-FM Chattanooga, to 7/11/54; WIBG-TV Philadelphia, Pa., to 6/22/54.

Actions of December 23

WOHO Toledo, Ohio, The Midwestern Bcstg. Co.—Granted Mod. of CP to change type transmitter; engineering condition (BMP-6392).

KNEL Brady, Texas, G. L. Burns — Granted request for waiver of Sec. 3.71 of the rules to operate minimum of 8 hours a day for the period ending Jan. 31, 1954.

Actions of December 22

WDSM-TV Superior, Wis., Ridson Inc.—Granted Mod. of CP to change corporate name to WDSM Television Co.; completion date 6/14/54 (BMPCT-1651).

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown:

WEEK Peoria, Ill., to 6/27/54; KVOS-TV Bellingham, Wash., to 6/24/54; KMC-TV Tacoma, Wash. to 2/15/54.

Actions of December 21

KSWS-TV Roswell, N. Mex., John A. Barnett—Granted Mod. of CP for extension of completion date to 4/30/54 (BMPCT-1652).

December 29 Applications

ACCEPTED FOR FILING

Application Returned

WRJW Picayune, Miss., Tung Bcstg. Co.—Construction permit to install new transmitter as auxiliary transmitter at the present location of main transmitter to be operated on 1320 kilocycles with power of 250 watts, for auxiliary purposes only.

License Renewal

WBRL Baton Rouge, La., Baton Rouge Bcstg. Co.—(BRH-11).

WBRE-FM Wilkes-Barre, Pa., Louis G. Baltimore—(BRH-122).

License to Cover CP

KPRC-FM Houston, Tex., The Houston Post Co.—License to cover construction permit (BPH-1881) which authorized changes in licensed station (BLH-938).

WBTM-FM Danville, Va., Piedmont Bcstg. Corp.—License to cover construction permit (BPH-1868) which authorized changes in licensed station (BLH-937).

December 30 Applications

ACCEPTED FOR FILING

Remote Control

WFPA Fort Payne, Ala., George A. Gothberg, Jr.—(BRC-264).

WATS Sayre, Pa., Thompson K. Cassel—(Resubmitted) (BRC-265).

Extension of Completion Date

KDZA-TV Pueblo, Colo., Pueblo Radio Co.—to March 1, 1954 (BMPCT-1674).

WFAA-TV Dallas, Tex., A. H. Belo Corp.—to July 21, 1954 (BMPCT-1669).

KMO-TV Tacoma, Wash., KMO Inc.—to February 15, 1954 (BMPCT-1653).

Modification of CP

John V. Turner and Lawrence P. Neumeier d/b as Ozarks Playground Bcstrs., Neosho, Mo.—Modification of construction permit (BP-8880) which authorized new standard broadcast station for approval of antenna, transmitter location as 0.4 miles west of Neosho City limits on Reid Road, Neosho, Mo., and specify studio location as 212½ East Main St., Neosho, Mo. (1420 kc) (BMP-6399).

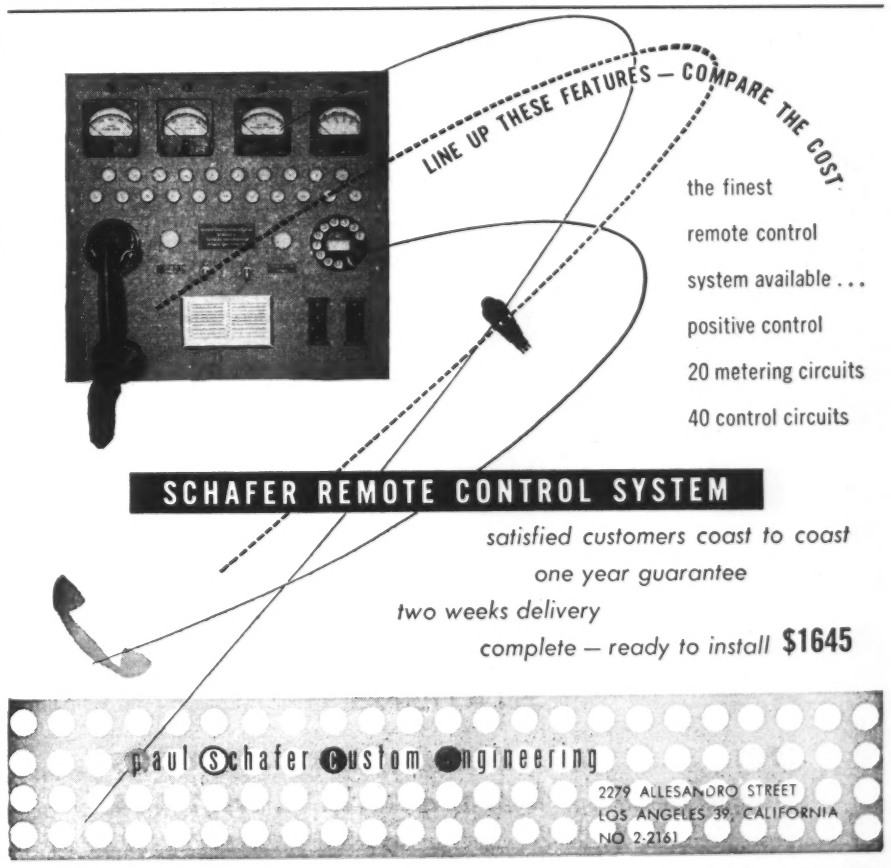
WSPN Saratoga Springs, N. Y., Spa Bcstrs. Inc.—Modification of construction permit (BP-6808) as modified, which authorized a new standard broadcast station for extension of completion date. (900 kc) (BMP-6396).

Renewal of License

KASH Eugene, Ore., Radio Air Ways Inc. (BR-2074); WLEU Erie, Pa., Commodore Perry Bcstg. Service Inc. (Resubmitted) (BR-850); KVAN Vancouver, Wash., Vancouver Radio Corp. (BR-1027); KIMA Yakima, Wash., Cascade Bcstg. Co. (BR-1140).

Remote Control

KFJM Grand Forks, N. D., University of North Dakota (BRC-261); KBON Omaha, Neb., Inland Bcstg. Co. (BRC-262); WNAH Nashville, Tenn., Hermitage Bcstg. Corp. (BRC-263); WLAD Danbury, Conn., The Berkshire Bcstg. Corp. (BRC-266).



Application Returned

WABR Winter Park, Fla., Orange County Bcstrs Inc.—Modification of construction permit (BP-8708) which authorized new standard broadcast station for approval of antenna, transmitter and studio location as 1.6 mile W. of Hwy. 17-92 on Lee Road, nr. Winter Park, and change type transmitter (1600 kc).

Renewal of License

WEFM Chicago, Ill., Zenith Radio Corp. (BRH-3).

License for CP

WWSW-FM Pittsburgh, Pa., WWSW Inc.—License to cover construction permit (BPH-1339) as modified which authorized changes in licensed station (BLH-940).

KCMC-FM Texarkana, Tex., KCMC Inc.—License to cover construction permit (BPH-1863) which authorized changes in licensed station (BLH-939).

Modification of CP

KFIF Fairbanks, Alaska, Keith Kiggins and Richard R. Rollins d/b as Kiggins and Rollins—Mod. of CP (BPCT-1709) as mod., which authorized new tv station for extension of completion date to 9/1/54 (BMPCT-1671).

WMGT Adams, Mass., Greylock Bcstg. Co.—Mod. of CP (BPCT-1259) as mod., which authorized new tv station for extension of completion date to 4/15/54 (BMPCT-1675).

WXYZ-TV Detroit, Mich., WXYZ Inc.—Mod. of CP (BPCT-1551) which authorized changes in existing station to change type of antenna, antenna terrain to 456' (BMPCT-1668).

KLAS-TV Las Vegas, Nev., Las Vegas Tv Inc.—Mod. of CP (BPCT-1239) as mod., which authorized new tv station for extension of completion date to 7/15/54 (BMPCT-1670).

WJTN-TV Jamestown, N. Y., James Bcstg. Co.—Mod. of CP (BPCT-1176) as mod., which authorized new tv station for extension of completion date to 7/22/54 (BMPCT-1677).

WNBK Cleveland, Ohio, National Bcstg. Co.—Mod. of CP (BPCT-943) as mod., which authorized changes in existing station for extension of completion date to 4/25/54 (BMPCT-1676).

WIMA-TV Lima, Ohio, Northwestern Ohio Bcstg. Corp.—Mod. of CP (BPCT-738) as mod., which authorized new tv station for extension of completion date (BMPCT-1673).

December 31 Applications

License Renewal

KTFI-FM Twin Falls, Idaho, Radio Bcstg. Corp. (BRH-80); WROK-FM Rockford, Ill., Rockford Bcstrs. Inc. (BRH-457); WHOP-FM Hopkinsville, Ky., Hopkinsville Bcstg. Co. (BRH-200); WRNY-FM Rochester, N. Y., Rochester Bcstg. Co. (BRH-473); WHFM Rochester, N. Y., Stromberg-Carlson Co. (BRH-4); WERE-FM Cleveland, Ohio, Cleveland Bcstg. Inc. (BRH-289); WJAS-FM Pittsburgh, Pa., Pittsburgh Radio Supply House (BRH-416); WPOJ-FM Portland, Ore., KPOJ Inc. (BRH-344); WKPT-FM Kingsport, Tenn., Kingsport Bcstg. Co. (BRH-149); KWNO-FM Winona, Minn., Maxwell H. White (BRH-170); WSLS-FM Roanoke, Va., Shenandoah Life Stations Inc. (BRH-159); WCLO-FM Janesville, Wis., Gazette Printing Co. (BRH-481).

Modification of CP
Extension of Completion Date

WWLA Lancaster, Pa., Harold C. Burke—(BMPCT-1684).

WHYN-TV Springfield, Mass., The Hampden-Hampshire Corp.—2-28-54 (BMPCT-1681).

WOR-TV New York, N. Y., General Teleradio Inc.—3-1-54 (BMPCT-1683).

WRGB Schenectady, N. Y., General Electric Co.—2-8-54 (BMPCT-1685).

WVEC-TV Hampton, Va., Peninsula Bcstg. Corp.—7-4-54 (BMPCT-1688).

January 4 Decisions

ACTION ON MOTIONS

By Hearing Examiner William G. Butts

Booth Radio & Tv Stations Inc., Woodward Bcstg. Co., Detroit, Mich.—Denied petition of Woodward filed Dec. 17, 1953, to find Booth Radio in default in re application for ch. 50 (Docket 10660; BPCT-724).

Mansfield Journal Co., Fergum Theatres Inc., Mansfield, Ohio—Granted motion of Fergum to continue hearing now scheduled for Dec. 31 to Jan. 7, 1954, re ch. 36 (Dockets 10791-92).

By Hearing Examiner Thomas H. Donahue

Queen City Bcstg. Co., Seattle, Wash.—Granted petition to change its application for tv ch. 7, to specify a different multiplexer rating, multiplexer loss and transmitter power output (Docket 9030; BPCT-453).

By Hearing Examiner Charles J. Frederick

Scheduled prehearing conference for Monday Jan. 4, 1954, in re applications of Hampton Roads Bcstg. Corp., Beachview Bcstg. Corp., Norfolk, and Portsmouth Radio Corp., Portsmouth, Va., for tv ch. 10 (Docket 10799 et al.).

By Hearing Examiner James D. Cunningham

Houston Tv Co., Houston, Tex.—Granted petition to accept its written appearance in re tv application for ch. 13 (Docket 10754; BPCT-1723).

By Hearing Examiner Claire W. Hardy

WMPS Inc., Memphis, Tenn.—Granted petition to amend its application (Docket 10762; BPCT-514), to show resignation of Richard R. Cook from WMPS Inc., and his consequent unavailability as Program Director, with substitution of Eugene McCarty Plumstead as Program Director.

By Hearing Examiner H. Gifford Irion

Baptist General Convention of Texas, Corpus Christi, Tex.—Granted second petition of Baptist filed Dec. 3, 1953, to enlarge the issues to permit inquiry into the adequacy of finances available to applicant, re its application for ch. 6 (Docket 10560; BPCT-906); hearing to reconvene on Jan. 18, 1954.

January 4 Applications

ACCEPTED FOR FILING

Modification of CP

Virginia-Kentucky Bcstg. Co., Grundy, Va.—Modification of construction permit (BP-8919) which authorized a new standard broadcast station for approval of antenna, transmitter and studio location as Off State Highway #83, 2.9 airline miles North East of Grundy, Va. (BMP-6398).

WLOU-TV Louisville, Ky., Robert W. Rounsaville—Mod. of CP (BPCT-1442) as mod., which authorized new tv station for extension of completion date to 8-15-54 (BMPCT-1687).

KFEQ-TV St. Joseph, Mo., KFEQ Inc.—Mod. of CP (BPCT-425) as mod., which authorized new tv station for extension of completion date to 4-15-54 (BMPCT-1680).

WBNS-TV Columbus, Ohio, The Dispatch Printing Co.—Mod of CP (BPCT-755) as mod., which authorized changes in facilities of existing tv station for extension of completion date to 4-15-54 (BMPCT-1686).

January 5 Decisions

BROADCAST ACTIONS

Action taken December 31

Modification of CP

WVEC-TV Hampton, Va., Peninsula Bcstg. Corp.—Granted mod. CP for extension of completion date to 7-4-54 (BMPCT-1688).

Actions taken December 30

Modification of CP

WOR-TV New York, N. Y., General Teleradio Inc.—Granted mod. CP for extension of completion date to 7-1-54 (BMPCT-1683).

WHYN-TV Springfield, Mass., The Hampden-Hampshire Corp.—Granted mod. CP for extension of completion date to 2-28-54 (BMPCT-1681).

Action taken December 29

Modification of CP

KDZA-TV Pueblo, Colo., Pueblo Radio Co. Inc.—Granted mod. CP for extension of completion date to 3-1-54 (BMPCT-1674).

Actions taken December 28

KTHS Little Rock, Ark., Radio Bcstg. Inc.—Granted mod. CP for extension of completion date to 4-8-54; conditions (BMP-6391).

WFAA-TV Dallas, Tex., A. H. Belo Corp.—Granted mod. CP for extension of completion date to 7-21-54 (BMPCT-1669).

WKBN-TV Youngstown, Ohio, WKBN Bcstg. Corp.—Granted mod. CP for extension of completion date to 7-17-54 (BMPCT-1662).

January 6 Decisions

BROADCAST ACTIONS

Renewal of License

The following stations were granted renewal of licenses on a regular basis:

KABI Ketchikan, Alaska; KAHU Waipahu, Hawaii; KBKH Pullman, Wash.; KBKR Baker, Ore.; KBPS Portland, Ore.; KBRL McCook, Neb.; KBRO Bremerton, Wash.; KBUNM Bemidji, Minn.; KCTI Gonzales, Tex.; KENM Portales, N. Mex.; KERG Eugene, Ore.; KEX-AM-FM Portland, Ore.; KFAM St. Cloud, Minn.; KFIR North Bend, Ore.; KFIZ Fond du Lac, Wis.; KFJI Klamath Falls, Ore.; KFQD Anchorage, Alaska; KFRB and aux., Fairbanks, Alaska; KGAE Salem, Ore.; KGAL Lebanon, Ore.; KGMB and aux., Honolulu, Hawaii; KGU Honolulu, Hawaii; KGW and aux., Portland, Ore.; KGY Olympia, Wash.; KHBC Hilo, Hawaii; KHQ Spokane, Wash.; KIBH Seward, Alaska; KIFW Sitka, Alaska; KIRO-AM-FM Seattle, Wash.; KJNO Juneau, Alaska; KLAN Renton, Wash.; KLBM LaGrande, Ore.; KLMX Clayton, N. M.; KMCM McMinnville, Ore.; KMVI Wailuku, T. H.; KMYC Marysville, Calif.; KNEW Spokane, Wash.; KOAC Corvallis, Ore.; KOCO Salem, Ore.; KODL The Dalles, Ore.; KOIN-AM-FM Portland, Ore.; KOL and aux., Seattle, Wash.; KOMW Omak, Wash.; KPKW Pasco, Wash.; KREM Spokane, Wash.; KREW Sunnyside, Wash.; KSIG Crowley, La.; KSRV Ontario, Ore.; KAWT Douglas, Ariz.; KGIW Alamosa, Colo.; KGW-FM Portland, Ore.; KMHT Marshall, Tex.; KONP Port Angeles, Wash.; KPQ Wenatchee, Wash.; KTNT-AM-FM Tacoma, Wash.; KUIN Grants Pass, Ore.; KWBM Williston, N. D.; KWIL-AM-FM Albany, Ore.; KWRC Pendleton, Ore.; WAGC and aux., Chattanooga, Tenn.; WANE Ft. Wayne, Ind.; WAOV Vincennes, Ind.; KSMU-FM Dallas, Tex.

McFarland Letter

KMPC Los Angeles, Calif., The Station of the Stars Inc.; KCBS San Francisco, Calif., Columbia Bcstg. System Inc.—Are being advised that applications for renewal of licenses indicate necessity of a comparative hearing with application for license of John H. Poole Bcstg. Co. station KBIG, Avalon, Santa Catalina Island, Calif. (Docket 10535) because of mutually prohibited interference.

January 6 Applications

ACCEPTED FOR FILING

Modification of CP

WBRY Waterbury, Conn., American-Republican Inc.—Modification of construction permit (BP-7957) as modified, which authorized replacement of antennae; changes in the directional antenna pattern and changes in the ground system for extension of completion date (BMP-6403).

WABR Winter Park, Fla., Orange County Bcstrs. Inc.—Modification of construction permit (BP-8708) which authorized new standard broadcast station for approval of antenna, transmitter and studio location as 1.6 mile west of Highway 17-92 on Lee Road, Nr. Winter Park, Florida, and change type transmitter (BMP-6400).

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Remote Control

WMSL Decatur, Ala., Tennessee Valley Bcstg. Co. (BRC-267); WOBS Jacksonville, Fla., Southern Radio and Equipment Co. (BRC-268); WOKO Albany, N. Y., Governor Dongan Bcstg. Corp. (BRC-269).

Modification of CP

WKEU-FM Griffin, Ga., Radio Station WKEU —Construction permit to replace permit (BPH-1745) which authorized new fm station which expired 12-8-53 (BPH-1919).

WXHR Woburn, Mass., Middlesex Bcstg. Corp. —Construction permit to replace permit (BPH-1821) which authorized changes in licensed station which expired 12-6-53 (BPH-1920).

WRAK-FM Williamsport, Pa., WRAK Inc. — Modification of construction permit (BPH-1768)

(Continued on page 115)

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Announcers, salesmen, 1st, engineers or any combination immediately. Midwest. Box 919A, B•T.

Back home again in Indiana. There are openings in all phases of radio in Indiana, also television positions available. If interested contact W. F. Rippetoe, Vice President, Indiana Broadcasters Association, Radio Station WBOW, Terre Haute, Indiana.

Managerial

Commercial station manager. Excellent New England network. Single station market. Salary plus over-ride. Send complete resume. Box 957A, B•T.

Assistant manager who will become manager within a year. Single station market in eastern Pennsylvania. 1 kw day-timer, with excellent staff. Expanding company desires ambitious young man, preferably married with programming, announcing and/or sales background. Position available immediately. Answer with full resume of professional and personal background, recent photograph and tape or disc audition. Box 982A, B•T.

Salesmen

A job with a future for competent salesman desiring to advance! Established northern Illinois 1,000 watt independent offers guaranteed monthly income $400. against 15 per cent commission, protected territory, account list. Bonus, paid vacation, sick benefits. Personal interview required. Give training, experience, age. Box 856A, B•T.

Florida salesman. Experienced man. Excellent opportunity for hard worker. Give full details in your first letter. Box 676A, B•T.

Salesman have opening for aggressive experienced radio salesman network station in important market. Box 718A, B•T.

Radio salesman for competitive market 5 kw affiliate. Must be able to make constructive pitch for station going into tv market. Best incentive plan for man willing to work. Send complete background and sales record. Box 916A, B•T.

Am-tv operation in midwest wants a good, hard-hitting salesman. Prefer a family man with small station sales experience. Send complete details of background in first letter. This medium sized market offers plenty of opportunity to make money. Box 939A, B•T.

Salesman-announcer, experienced, dependable. Good voice, personality, proven selling ability, hard worker. Permanent desirable position, southwest, CBS affiliate. Family man who prefers weekly $91.50 to commission. Full details, tape. Box 943A B•T.

Salesman. Small three station market. Good salary. Network affiliate. Good opportunity for advancement. Box 962A, B•T.

Excellent radio sales position open in top-rated New York state market. Major network. Salary-commission. Top earnings for good man. Send resume to Box 973A, B•T.

Man with successful sales background needed immediately in established midwest station. $85.-$125. weekly guarantee, plus commission. Write giving personal and sales history. Box 994A, B•T.

Position for qualified radio time salesman now open, in Rocky Mountain Empire area. Liberal draw, plus car allowance and excellent commission arrangement. Top living conditions. Box 7C, B•T.

Salesman sportscaster excellent opportunity in west Texas location, salary, commission and talent. Send audition, tape or disc to Box 1369, Odessa, Texas.

Salesman to work on 25 percent commission at 5000 watt station. WKNK, Muskegon, Michigan.

Announcer

Experienced announcer capable of doing emcee work and delivering selling commercials on radio and tv. Box 717A, B•T.

Help Wanted—(Cont'd)

Outstanding personality and emcee with successful record in midwest by large radio and tv operation. Box 854A, B•T.

Experienced radio pitchman who can pull mail for all night trick by large midwest station. Box 855A, B•T.

5 kilowatt am-tv net station in midwest has immediate opening for top quality staff announcer, chance for tv in future send qualifications, disc to Box 908A, B•T.

Announcer-newscaster. Immediate opening at midwest network affiliate serving area of half million people. Pay right for right voice. Send tape or disc with letter on background. Box 915A, B•T.

Salesman-announcer and chief engineer. Capable, ambitious, experienced, interested high salary plus commission. Paid vacation, sick benefits, good living. Chief engineer needs first ticket. Telephone today. Box 963A, B•T.

Southern Michigan 1000 watt station needs two announcers immediately. One should be newsman. Previous commercial experience necessary. First letter should state experience and starting salary expected. Good future with a top, live-wire group. Box 983A, B•T.

Zany-DJ-glib. Ad-lib. Humor. Actor background. Do character voices: "life-of-the-party," "Hepster," Bob & Ray—"Sturdley," etc. Box 25C, B•T.

Radio and tv personality for mid-west station. Send picture, complete background, and air check of current show. Do not send newscast. Box 27C, B•T.

Announcer-operator. Good on news. Start at $285. Send tape. KBLI, Blackfoot, Idaho.

2 experienced announcers for 24 hours operation. Network station. Contact Dr. F. P. Cerniglia, KLIC, Monroe, Louisiana. Ideal working conditions.

Experienced announcer-engineer with first second or third ticket opening staff first of year. Send voice recording or tape details to Dave Button, Manager, KSVP, Artesia, New Mexico.

CBS station in state's largest metropolitan area, going 5000 watts in January, requires additional experienced announcers. Scale plus talent, two weeks vacation with pay, resort privileges arranged. No operating staff changes in years. Only those desiring permanency apply. Send detailed resume, references, audition, and minimum salary required. WAKE, Greenville, S. C.

Announcer. Experienced in radio with prospect of working into television. Good pay and working conditions with complete insurance coverage and 40-hour, five-day week. Send full information plus picture and voice tape to Program Director, WOC, Davenport, Iowa.

WPAZ, Pottstown, Pa., needs experienced morning man who can do some copy. Excellent opportunity for live wire, personal interview preferred.

Good air salesman, experience necessary, excellent opportunity in metropolitan market for right man. Send complete resume and tape to Dick Lawrence, Program Director, WPIK, Alexandria, Virginia.

Midsouth progressive station needs announcer interested in all phases of radio. Contact Manager, WNLA, Indianola, Mississippi.

1000 watt daytime needs two first class engineer-announcers. $75. per week to start, excellent working conditions, paid vacations, sick leave. Send tapes (7½ inches per minute) to WTIM, Taylorville, Illinois.

Combination engineer-announcer, emphasis on announcing, also announcers and staff. Ohio's new atomic area, brand new operation: Hi-Kinco Broadcasters, Waverly, Ohio.

Help Wanted—(Cont'd)

Technical

East coast major market independent wants **first class combination man. Excellent salary and working arrangement. Personal interview and** audition required. Write in detail giving **references which will be checked. Box 271A, B•T.**

Announcer-engineer with first class ticket. Good staff man. Convenient to New Orleans. Fine opportunity for right man. Box 814A, B•T.

Outstanding midwest station west of Mississippi needs top chief engineer. Equal emphasis on personality, construction, maintenance, recording, no announcing. Unusually fine working conditions and equipment. Must be self starter, able to see things that need to be done and have the ability to do them. Don't apply unless you are fully qualified. Free hospitalization insurance. $100. per week to start with raises up to you. Box 995A, B•T.

Maintenance engineer, first phone, $300. Wire collect Ken Gilmore, KGBC, Galveston, Texas.

Suburban Chicago am-fm. To be trained to take over as chief engineer. Immediate opening. 1st class. Auto. Permanent. Interested in ability more than experience. Salary requirements? Write WEAW, Evanston, Ill.

First phone engineer-announcer ready for position as chief. Good opportunity. Apply immediately. WHIT, New Bern, North Carolina, Phone 4450.

Michigan independent has immediate opening for licensed engineer. Studio and transmitter location combined. Good working conditions. Send all details in first letter to M. Robinson, WHFB, Benton Harbor, Michigan.

Two first class engineers to work in am and learn tv. Contact Technical Director, Radio Station WINK, Fort Myers, Florida.

First phone transmitter operator, WSYB, Rutland, Vermont.

Immediate openings. First class engineers for am, tv operation. Call or write Wallace Wurz, Chief Engineer, WTVH, Peoria, Ill.

Production-Programming, Others

Am-tv station needs writer. Versatile idea man familiar with production. Able to write solid selling copy. Send background, data, references, samples to Box 986A, B•T.

Top midwest am and tv station wants two top-notch continuity writers—one for tv and one for am with chance to work into tv station in great expansion program with excellent staff and working conditions. Paid vacations, hospitalization free, excellent opportunity for stable, experienced, willing individuals. Send complete info and sample copy in first letter, plus salary requirements. Box 15C, B•T.

Traffic girl at WBIG, Greensboro, North Carolina. Experience necessary.

Continuity editor at WBIG, Greensboro, North Carolina. Experience necessary.

Copywriter needed. Immediate opening. Full information first letter. WEAV, Plattsburg, New York.

Commercial copywriter, or writer-announcer, write or call John Wilson, WFLO, Farmville, Virginia.

Newsman, experienced, reporting and writing news. 40 miles from New York. Attractive salary. WLNA, Box 188, Peekskill, New York.

Television

Salesmen

Need experienced tv salesman excellent opportunity for real producer. Box 719A, B•T.

Sales manager for a top metropolitan market who knows tv, can sell hard and manage salesmen. Salary and percentage. Replies in strict confidence. Box 984A, B•T.

Position open for qualified tv time salesman. Rocky Mountain empire area. Liberal draw plus car allowance and excellent commission arrangement. Top living conditions. Box 13C, B•T.

Technical

Chief engineer. If ready to advance to this post at million dollar, mid-western tv station, write fully, confidentially. Box 20C, B•T.

Help Wanted—(Cont'd)

Production-Programming, Others

New vhf station in midwest needs man with tv programming experience to act as assistant manager in charge of program operations. Extensive local operation. Excellent opportunity for right man. Send complete details to Box 996A, B•T.

Tv producer, experienced in directing live programs and editing tv films. Promotion opportunity in growing mid-western organization. Write experience, salary requirements. Box 19C, B•T.

Situations Wanted

Managerial

Station manager. Experienced. Executive producer with top station. Administration, sales, promotion, programming background. Tv experience. Box 974A, B•T.

Somewhere, in south or southwest, somebody needs a good down to earth station manager who knows business. Successful, but want greater opportunity with permanency. Young, ambitious. Top references. Box 977A, B•T.

Your opportunity to get a cracker jack sales or general manager-sales builder, due to sale of station. 5 years on present job, 12 years radio experience metropolitan New York and New Jersey. Go anywhere. Busy market preferred. Profit sharing arrangement only. Box 980A, B•T.

Station manager-program director. Ten years experience radio and television. Investment considered. Presently engaged in network television news, New York City. Desirous of leaving big city for local radio or television. Family man. Box 8C, B•T.

Manager, 19 years successful record. Economy minded. Sales creator. Excellent references. Well known in Boston and New York agencies. Box 11C, B•T.

Successful station manager with over 20 years solid programming, sales, managerial experience; 14 with top 50 kw, 7 as founding manager network 5 kw. Also experience founding small market tv. Family man, community leader. Will invest. West, northwest preferred. Box 22C, B•T.

Operations manager or assistant to general manager, 39, just returned from three years government service in Europe where supervised over 100 employees. Background of 22 years in broadcasting—technical, programming, management, sales. Seeking responsible position preferably in east or south. Further details on request. Box 14C, B•T.

Available as general manager or commercial manager am station. Prefer large market if possible. Willing to discuss any offers. Contact H. Tom Morris, P. O. Box 212, Siler City, North Carolina.

Salesmen

Successful salesman accustomed to tough competition with announcing and engineering background wants job with network affiliate am or tv. Box 981A, B•T.

Time salesman. Limited experience, but willing. Draw and commission. William Yukelson, 2324, Walton Avenue., Bronx, New York.

Salesman-announcer, five years experience. Presently tv. Gordon Lack, 1030 Washington, Evansville, Indiana. Phone 3-6177.

Announcers

Announcer. Available February 15, 1954. Good personality, DJ, news, commercial. Box 909A, B•T.

DJ or newsman. 8 years' experience, Four with network. Would prefer position in progressive station situated in enterprising market. Also free lance writer and actor. I am thoroughly phased in all facets of broadcasting and wish to settle permanently. Married with two children. Tape and brochure upon request. College grad. Box 927A, B•T.

Deep voiced, experienced, announcer, deejay, newscaster, pleasing personality, plenty of sell. Box 951A, B•T.

Announcer: Experienced staff. Can also do play-by-play sports, college graduate, desire sport station. Box 952A, B•T.

Staff announcer. Have experience. Control board operation. 20 years of age. 4F. Box 953A, B•T.

Announcer-engineer, first phone. 6 years experience. Combo or transmitter position in Rocky Mts., west or northwest. Box 955A, B•T.

Good play-by-play. Ready to advance. Minor league baseball, A or B, and/or college football, basketball. Former big ten player. Good sports background. Box 956A, B•T.

Situations Wanted—(Cont'd)

Negro DJ. Commercials and newscasts. Recent school graduate with some experience. Tape available. Box 959A, B•T.

Announcer. Farm editor, hillbilly DJ, write copy. Needs experience. Works own board anywhere U. S. A. Box 960A, B•T.

Negro. Good, authoritative news man. DJ my first love. Disc sent on request. Box 961A, B•T.

Announcer, deejay, newscaster. Limited experience. High potential. College degree plus broadcasting school. Vet, married, tape, available. Northeast. Box 964A, B•T.

Capable, dependable, radio-tv announcer. College grad. AFTRA. Married. Prefer northeast. Box 965A, B•T.

Combo man 3rd class license. Ambitious draft exempt. Progressive 250-500 watt station. Box 966 B•T.

Announcer draft exempt. Some experience. Operate board, news, commercials, platters, emphasis sports. Available immediately. Box 968A, B•T.

Announcer. Strong on DJ, 6 months experience. Can operate console. Young, will travel. Disc on request. Box 969A, B•T.

Top-rated morning man in major metropolitan market desires to re-locate in station of established reputation in Florida. Industrious, sincere approach proven. Versatile and strong on news. Air-check tape available upon request. Box 985A, B•T.

Resourceful announcer, DJ, strong on news, commercials. Resume, tape on request. Northeast preferred. Box 989A, B•T.

Staff announcer, news, commercials, control board, third class ticket. Experience light, veteran, single, conscientious, travel. Resume, tape. Box 990A, B•T.

Young reliable negro DJ. Experience, operate board, produce, tape, references. Box 991A, B•T.

Negro announcer, DJ, with third ticket. Single, draft exempt, pleasing voice, will travel. Box 992A, B•T.

Experienced announcer with ambition to get ahead desires position as staff announcer or newscaster. Box 997A, B•T.

Announcer, beginner, ex-sales pitchman, dynamic personality, tops, commercials. Variety, DJ, radio school trained. Opportunity paramount. Salary secondary. Box 999A, B•T.

Announcer, some experience; broadcasting school graduate, can write copy; available immediately. Box 2C, B•T.

Announcer—general staff, versatile, light experience, married, veteran, draft exempt. Don Barton, 26 Linden St., Brooklyn 21, New York.

Announcer-disc jockey. News, combo man, versatile young. Draft exempt. Limited experience. Kennye Brust, 95-14 108 Ave., Ozone Park, L. I.

Announcer-engineer first class license. 5½ years thorough broadcast experience. Congenial, reliable, selling staff announcer. Best reference. Married, 33, car. Frank Berry, Box 248, Hopewell, Virginia.

Announcer, available immediately. Contact Andy Dennon, 169 Columbia Heights, Brooklyn, New York. Main 4-0088.

Well trained, negro announcer. DJ, control board operator, good commercials. Light experience, slight accent. Married, reliable, 3rd class ticket. Travel, tape. Jerry Coombs, 10 Ash St., Peirmont, New York.

Staff announcer. Deep voice, experienced. Southeast preferred. Evans, 737 11th St. N.W., Washington, D. C. Phone Metropolitan 8-5255.

Announcer, young, versatile, dependable. Station asset. Strong DJ, jingle singing commercials, aired news. Light experience. Potential. Travel. Tape, resume. Tom Hopkins, Box 92, Bernardsville, New Jersey.

AFN experience, mature voice, personality, potential. Disc, resume upon request. Bart Ferris, 1821 E. 3rd St., Brooklyn 23, New York.

Situations Wanted—(Cont'd)

Announcer—good news, smooth commercials, strong ad-lib, play-by-play sports, some experience, control board, travel, tape. Ray Martin, Box 3, Sound Beach, New York.

Announcer. Recent broadcasting school graduate. Short on experience, willing to work. Married. Reply: James Matheson, 3251 N. Racine, Chicago, Illinois.

Good news and commercial voice, tasteful DJ. Midwest; limited board operation. Single, 31, veteran. University background, experience, references. Available immediately. Charles May, 3619 Paseo, Kansas City, Missouri. Phone Armour 5446.

Announcer: Recent radio school graduate, mellifluous voice, college degrees, veteran, desires immediate employment. Contact: Dalio Hugo Monaco, 6109 South Dorchester Avenue, Chicago 37, Illinois.

Announcer, young, single, draft exempt, capable, seeks permanent staff connection, news, commercials, discs, control board, limited experience. Good potential. Available now. Resume, tape. Edward Pirro, 15 Smith St., Stamford, Conn.

Announcer, 1st phone, 1 year experience, strong on news, commercials, soft easy DJ, P.I. Response very good. Available immediately. Car and family, security uppermost. Lee Small, 16 Wyona Street, Brooklyn, New York. Taylor 7-0695. East preferred.

Negro DJ. Some experience, tape, references, ticket travel. Bob Evans, 107 Princeton, Hempstead, New York.

Early bird. Hillbilly—pop man. Deep voice. Available now. Telephone 705-W, Morganton, N. C.

Combo. first phone, available January. Emphasis announcing. Experienced both in indie and net affiliate. Presently employed 1 kw Mutual affiliate. Good references. Write Box 177, Byron, Minnesota.

Technical

Engineer with 20 years experience which includes new station construction and three years tv desires position as technical director especially in warm climate. Box 658A, B•T.

Engineer first phone. Some experience. Sober, reliable. Married vet. Prefer east of Mississippi area. Available immediately. Box 967A, B•T.

Due change ownership 5 kw directional chief engineer 30 years experience needs job. Prefer southwest. Will consider others. Full particulars gladly. Box 978A, B•T.

First phone. Available February 15. Combo or straight announcing. Near college. Box 993A, B•T.

Engineer. First phone. Trained all phases radio. Married. Veteran, Prefer midwest. Box 998A, B•T.

Available February 1. Presently chief at 250 watter. Replaced by remote control. Wish similar job any station through 5 kw directional. Make any position in larger station. No announcing. Box 23C, B•T.

Chief engineer, 10 years station chief, 4 years Washington consulting firm. Expert construction, maintenance, measurements, FCC applications. Best references, 2 weeks notice. Fred Reincke, 2950 South Broadway, Albuquerque, New Mexico.

Production-Programming, Others

Program director, sportscaster. Twelve years experience in all phases. XIV olympic broadcaster. Prefer "indie," available immediately. $100. per week minimum. Box 954A, B•T.

Girl, write copy, air work. Experienced radio, tv. Seeks opportunity not salary. Box 958A, B•T.

Program director. Experienced. Former top eastern station production manager, now executive producer top midwest station. References. Tv experience plus solid radio programming background. Box 979A, B•T.

Program director-producer. Radio and/or tv specialist in public service, special events, promotion, farm and sports play-by-play. Fine announcer and idea man with saleable shows. Can give station listeners—sales. Excellent background and references. Family man looking for permanency. Box 6C, B•T.

Television

Managerial

Tv merger makes relocation advisable for top reference, economy-minded, nationally respected manager. Will welcome opportunities to discuss your present or future needs and my qualifications. Not above accepting lesser capacity with good associates. Twenty year successful broadcasting background. Box 331A, B•T.

Situations Wanted—(Cont'd)

Available in 30 days—Tv personality and/or asst. general manager. Currently employed in major market. 10 years radio and tv . . . all phases. Now 14 hrs. per week on tv . . . all commercial. Family man. Best references including present employer. 36 years old. Prefer east coast or Florida. Is low budget local programming your problem? Write to Box 838A, B•T.

General or commercial manager. Background includes five years of vhf-uhf sales and administrative experience gained in three of country's top competitive markets. Have thorough knowledge of requirements necessary to establish a successful operation. Record and references excellent. Box 1C, B•T.

Nationally known general manager tv operation small market in black wants larger market station, CP or operating. Good management and sales record. Thorough knowledge costs, staff, network affiliations, etc. For interview Box 5C, B•T.

Salesmen

Sales engineer age 32 to represent tv, broadcast or communications equipment manufacturer. Twelve years engineering, sales and business background . Available late January. Southwest. Box 976A, B•T.

Here's a good salesman not hard to find. Resigned G.M. job midwest NBC station 14 months ago. Now with industry, want back in radio sales/management or tv sales. Experienced all phases. Age 31, married, family, best references, present earnings $7,540. Let's talk it over. Box 4C, B•T.

Ten years experience am-fm-tv station construction and operation. South preferably Louisiana, Florida, Texas. Box 26C, B•T.

Announcers

Unique combination. Four years experience staff announcer, newsreel cameraman. Excellent references both fields. University graduate, family, veteran. Box 861A, B•T.

Technical

Experienced tv cameraman, ex-wire staffer wants opportunity progressive outfit. Assistant production present position. Strong on news-production, coverage. Ideas unlimited. Travel anywhere right operation. Resume to you instantly. Box 972A, B•T.

First class licensed engineer, 13 years experience, network radio tv operation, installation and maintenance. Desires position southwest or California. Available January 15. Box 975A, B•T.

Production-Programming, Others

Seek production work in New York City vicinity, have tv network experience, early twenties, available January 15. Write Box 971A, B•T.

Attention Alabama, Georgia, Tennessee tv stations. Need PD? Experience, 7 years radio, 3 years tv. Box 988A, B•T.

Tv public service director—5 years experience in public relations with past three years in community organization work. Solid background radio, press, community relations. Working knowledge of tv. Box 9C, B•T.

For Sale

Stations

Forced sale. Weekly newspaper and radio station. Sell separate. Very profitable. Bargain. Terms. Box 950A, B•T.

5,000 watt smooth western daytime operation. Bargain priced due to other interests. $50,000. full price. Do not answer unless qualified. Box 789A, B•T.

Our free list of radio buys is now ready. Ask for your copy today. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment, etc.

5 kilowatt am transmitter, accept kilowatt trade or interest in station. $4,000. Box 970A, B•T.

Ampex 400A, year old, 20 hours use, $750.00. Altec-Lansing M-11 mike system, 1½ years, $150.00. Both excellent. Box 24C, B•T.

For sale! Federal 10 kw fm transmitter; Collins 2 channel console; 4 Fairchild turntables with V/L arms; Collins limiter; miscellaneous racks, patching and equalizers; 3⅛" coax, fittings and isocoupler. Chief Engineer, WCSI, Columbus, Indiana.

Presto, 28N, factory reconditioned, handles three speeds, rack includes 85B amplifier, 40A preamplifier & #39 pre-amplifier, newest LM20R/M pickups (2), packed, crated, immediate delivery anywhere to highest bidder. Travis, Oregon 9-2750, New York or 31 Lincoln Court, Trenton, New Jersey.

For Sale—(Cont'd)

Tower for sale. Bargain for immediate sale, Truscon tower 360 foot, type D-30, triangular, self-supporting, with lighting system. $5,000. You dismantle. Also BTF-10B 10 kw fm transmitter, RCA 4-section pylon, 4-ring Collins antenna and 400 ft. 3⅛" transmission line. Wire or write Station WGH, Newport News, Va.

Best offer, 240 ft. Truscon self-supporting tower, type H-30 with lights. WOKY-TV, 704 W. Wisconsin Avenue, Milwaukee, Wisconsin.

Mikefright? Cream of Wit classifies 6,000 laughlines, airsmiles, Sebring, Florida, or bookstores. $3.50.

Call Letter specialties—money getting promotions! Write RA-TEL, Box 770, Huntsville, Ala.

Wanted to Buy

Stations

To invest in New Mexico/Arizona am station, with option to purchase entire operation. Box 12C, B•T.

Low or medium power am station east or midwest. Herbert Michels, F-19 Bashford Ave., Union, New Jersey.

Equipment, etc.

Used TG10A field sync generator and TD1A camera pedestal. Write or wire Box 10C, B•T.

Two used turntables, in good condition. Contact KBOE, Oskaloosa, Iowa.

FCC approved am modulation and frequency monitors. Must be reasonable. Contact Wally Nelskog, KJR, Seattle, Washington.

Harness assembly for RCA 4 section fm pylon. Must be late model, suitable 94. 1MC. May be dropped out of pylon without affecting tv antenna on top. Also need frequency control motor or exciter panel for RCA fm transmitter. Wire KPFA, Berkeley, California.

Am transmitter 250. 1,000 or 5,000. Send complete information. William Blizzard, WMJM, Cordele, Georgia.

Am modulation monitor, 916L or 916 ARF Bridge, RCA WX-2C field intensity meter, Hi-Kinco, Broadcasters, Waverly, Ohio.

Fm oscillator unit using phasitron tube or educational fm transmitter. Also station monitor. Howard King, Welch, West Virginia.

Miscellaneous

FCC operator license quickly. Individualized instruction by correspondence or in residence. Beginners get first phone in 8 weeks. Guaranteed results. Free brochure. Write Don Grantham, 6064 Hollywood Blvd., Hollywood, California

Help Wanted

Salesmen

HONOLULU, HAWAII!

Nation's 44th city market needs experienced TV or radio time salesman with proven sales record for KULA-AM, Hawaii's most powerful station and KULA-TV channel 4 (on air March 1st). This is a permanent position, offering the finest year round climate, and excellent earning possibilities of over $10,000. a year. Also opportunity for later sales management in expanding operation. This is a market of 500,000 with highest per family income in nation. Man we are looking for is between 25-35; is presently top salesman at his station; and is earning between $8,000. to $10,000. in market of approximately 250,000 to 500,000 and knows retail sales inside and out.

Write immediately to H. B. Larue, General Sales Manager, KULA—KULA-TV, Honolulu, Hawaii. Send full resume first letter and picture. Will be able to interview personally in January mainland trip.

Announcers

TOP POWER southeastern
RADIO AND TELEVISION STATION
has career opportunity for versatile staff announcer, preferably with sports experience. Write soonest to Box 16C, including photo, background, references and availability for audition.

Help Wanted—(Cont'd)

Production-Programming, Others

WANTED

Program Director — Producer

With dedicated sense of public service broadcasting . . . . to serve in Alaska.

Unique career opportunity for combination man with solid commercial experience . . . . willing also to run the board, announce, write copy, etc.

For new VOICE OF SHELDON JACKSON commercial radio station . . . . on campus of Sheldon Jackson Junior College, Sitka, Alaska . . . . operated by Board of National Missions, Presbyterian Church, USA.

Write . . . . John Groller

Secretary, Religious Broadcasting
156 Fifth Ave., New York 10, N. Y.

Television

Announcers

COMMERCIAL TV ANNOUNCER

TALENTED AND VERSATILE

large mid-western over million market outstanding progressive station in country. Send personal and professional background, photos, letter first. Commercial fees plus base. Box 21C, B•T.

Situation Wanted

Production, Programming, Others

PROGRAM DIRECTOR

As a general manager I believe that this man whom we hired as tv program director but cannot use, due to a change in tv plans, deserves highest possible recommendations. He has been PD at an eastern vhf station for four years. Creative writer and director, popular on-air personality. Expert in community relations. Radio, newspaper background. Available for immediate interview. Write me for further information. I'm general manager of a successful am property. Box 3C, B•T.

Television

Managerial

Successful station manager presently employed with 1000 watt midwest affiliate in midwest market of 300,000 desires to join AM-TV operation in program or administrative capacity fitting ability. Have supervised and worked all phases and departments . . . production-promotion-sales and special events during eight years radio experience. Family man in early thirties, college graduate, W. W. II veteran. Now earning $12,000. annually. Reply to Box 924A, B•T.

Production, Programming, Others

IF YOUR INTERESTS—In your radio-tv station are better income, enhanced industry and community position, secure administration, pride and service—

THEN YOUR INTERESTS—Are identical with mine—and my long, successful experience in top positions in station, network, agency and film fields on both the business and program sides could be useful to you.

I WOULD LIKE—To exchange New York—permanently—for a good connection with an opportunity at the management level in a good community, possibly in the south, west or west coast. Excellent administrator — good salesman — real know-how — best references. Box 17C, B•T.

For Sale

Equipment, etc.

FOR SALE

1 RCA TTU-1B 1 kw uhf Transmitter including:
- 2 sets of crystals,
- 1 set of operating tubes, filterplexer, and
- 1 TTC-1B Control Console.

1 RCA TFU-24BMS Antenna, 10 kw, gain 24.

1 RF load & wattmeter.

Equipment now tuned for Channel 36.

Complete package can be tuned from Channels 31-50.

Available around January 1, 1954.

We can save you money on this equipment which has been in operation since October 25, and which is up for sale because we are installing a twelve kilowatt transmitter.

Call or write KSTM-TV, St. Louis for details.

NEW TESTED PROGRAM PLAN

will sell one to three strips across board to flour, meal and coffee accounts or other food products. Gets products distribution and consumer acceptance and sells carloads in few weeks using radio alone. Send $25.00 check, Joe T. Van Sandt, President, Florence Broadcasting Company, Box 137, Florence, Alabama.

Employment Services

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE

Executive Personnel for Television and Radio
Effective Service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

Miscellaneous

THE BEST IN COMPLETE
ERECTION OF TOWERS
ANTENNA LIGHTS CO-AX CABLE
WRITE CALL WIRE
J. M. HAMILTON & COMPANY
PAINTING ERECTION MAINTENANCE
YEARS OF EXPERIENCE
Box 2432, Tel: 4-2115, Gastonia, N. C.

(Continued from page 111)

which authorized changes in existing fm station for extension of completion date (BMPH-4888).

Renewal of License

WKRG-FM Mobile, Ala., Kenneth R. Giddens, Shirley Rester & T. J. Rester Jr., d/b as Giddens & Rester Radio (BRH-298); WDRC-FM Hartford, Conn., The Connecticut Bcstg. Co. (BRH-24); WCOU-FM Lewiston, Me., Twin City Bcstg. Co. (BRH-157); WEEI-FM Boston, Mass., Columbia Bcstg. System Inc. (BRH-178); WNAC-FM Boston, Mass., General Teleradio Inc. (BRH-617); WOCB-FM West Yarmouth, Mass., E. Anthony & Sons Inc. (BRH-266); WBSM-FM New Bedford, Mass., Bay State Bcstg. Co. (BRH-347); WTAG-FM Worcester, Mass., WTAG Inc. (BRH-44); WABF New York, N. Y., Metropolitan Bcstg. & Television Inc. (BRH-13); WHIO-FM Dayton, Ohio, Miami Valley Bcstg. Corp. (BRH-446); WPRO-FM Providence, R. I., Cherry & Webb Bcstg. Co. (BRH-396); WMCF Memphis, Tenn., Memphis Publishing Co. (BRH-327).

Modification of CP

WTAO-TV Woburn, Mass (Cambridge, Mass.), Middlesex Bcstg. Corp.—Mod. of CP (BPCT-1485) as mod., which authorized new tv station to extend completion date to 7-5-54 (BMPCT-1692).

License of CP

WPIX New York, N. Y., WPIX Inc.—License to cover CP (BMPCT-838) as mod., which authorized changes in facilities of existing tv station (BLCT-172).

Modification of CP

KMRC Morgan City, La., Tri City Bcstg. Inc.—Modification of construction permit (BP-8677) which authorized a new standard broadcast station for approval of antenna, transmitter and studio location as 1.2 mile E. of center of Morgan City, La. and change type of transmitter. (Contingent on grant of BAP-225) (1430 kc) (BMP-6406) (Resubmitted).

Applications Returned

Rowland H. McLaughlin, Sanford A. Schafitz and Carl L. Shipley d/b as Radio Monroe, Monroe, Mich.—Construction permit for a new standard broadcast station to be operated on 1440 kc with power of 500 w and day hours of operation.

WSTP Salisbury, N. C., Piedmont Bcstg. Corp.—Voluntary transfer of control of licensee corporation to Holt McPherson and Robert M. Wallace (51%) (1490 kc).

KWIL Albany, Ore., Central Willamette Bcstg. Co.—License to cover construction permit (BP-8539) as modified which authorized change frequency, increase power, install new transmitter and directional antenna for day and night use and change transmitter location (790 kc).

WPME Puxsutawney, Pa., Sheridan W. Pruett Andrew C. MacCumbee and Charles M. Erhard, Jr., d/b as Punxsutawney Bcstg. Co.—Voluntary assignment of license to Punxsutawney Bcstg. Co. (1540 kc).

FOR THE RECORD

Feb. 11: Academy of Television Arts & Sciences, annual awards dinner, Palladium, Hollywood.

Feb. 14-20: Advertising Recognition Week.

Feb. 15-16: ABC-AM-TV Affiliates meeting, Roosevelt Hotel, New Orleans.

Feb. 18-20: Southwestern Assn. of Adv. Agencies, 21st annual convention, Rice Hotel, Houston.

Feb. 19-21: Democracy Workshop, sponsored by NARTB, RETMA, U. S. Jr. Chamber of Commerce, Williamsburg, Va.

Feb. 20: Vitapix Corp., annual meeting of stockholders and board of directors, Washington.

Feb. 21-28: Brotherhood Week.

MARCH

March 5: Michigan State Radio & Television Conference, Michigan State College, East Lansing.

March 22-24: Canadian Assn. of Radio-Tv Broadcasters, Chateau Frontenac, Quebec City.

March 24: Institute of Radio Engineers, Waldorf-Astoria, New York.

APRIL

April 4-6: American Public Relations Assn., Hotel Biltmore, New York.

April 7-10: Ohio State U. Institute for Education by Radio-Tv, Columbus.

April 23-25: American Women in Radio & Television, annual convention, Kansas City, Mo.

April 24: Spring Technical Conference, sponsored by Cincinnati section, Institute of Radio Engineers, Cincinnati.

April 28: Brand Names Day.

MAY

May 4-6: Government-industry electronic component conference, Dept. of Interior auditorium, Washington.

May 23: NARTB Convention, Palmer House, Chicago.

SEPTEMBER

Sept. 1: Deadline for entries in 1953-54 public interest awards, National Safety Council.

Sept. 30, Oct. 1-2: 1954 High Fidelity Show, International Sight & Sound Exposition, Palmer House, Chicago.

UPCOMING

JANUARY

Jan. 11: Radio & Television Executives Society, Hotel Roosevelt, New York.

Jan. 11-12: National Appliance & Radio-Tv Dealers Assn., convention, Conrad Hilton Hotel, Chicago.

Jan. 11-12: Canadian Assn. of Radio-Tv Broadcasters, board of directors, Lord Nelson Hotel, Halifax.

Jan. 12: Station Representatives Assn.'s advisory board for Crusade for Spot Radio, New York.

Jan. 13-14: Atlantic Assn. of Broadcasters, Lord Nelson Hotel, Halifax.

Jan. 14: Freedom of information conference, sponsored by N. C. AP Members, Sir Walter Hotel, Raleigh.

Jan. 14-15: ABC-AM-TV Affiliates meeting, Waldorf Astoria, New York.

Jan. 16: Oklahoma Assn. of Broadcasters, Hotel Tulsa, Tulsa.

Jan. 18-19: Mutual Affiliates Advisory Committee, Buena Vista Hotel, Biloxi, Miss.

Jan. 21-23: NARTB Combined Boards, Camelback Inn, Phoenix.

Jan. 23-24: Retail Advertising Conference, Sheraton Hotel, Chicago.

Jan. 25: Utah Broadcasters Assn., Salt Lake City (tentative).

Jan. 27-30: Ninth annual radio-tv institute. U. of Georgia, Athens.

Jan. 28-29: NBC-TV Affiliates Executive Committee meets with network officials, New York.

Jan. 28-29: ABC-AM-TV Affiliates meeting, Beverly Hills Hotel, Los Angeles.

Jan. 29: South Carolina Assn. of Radio-Tv Broadcasters, Clemson House, Clemson.

FEBRUARY

Feb. 1 (week of): FCC network "giveaway" case, oral argument before Supreme Court.

Feb. 1-2: ABC-AM-TV Affiliates meeting, Drake Hotel, Chicago.

Feb. 4-6: Audio Fair, Alexandria Hotel, Los Angeles.

Feb. 5-6: Montana Radio Stations Inc., Park Hotel, Great Falls.

Feb. 5-7: Women's Advertising Clubs, eastern conference, New York.

Feb. 5-7: New England Tv Exposition, Worcester, Mass.

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WHIO-TV Regular Size *(Tower in use now—523 feet high.)*

WHIO-TV King-Size
(Tallest TV Tower in the world—1104 feet high.)

So triangular, so thin, so highly stacked!

In television towers, it's *height* that counts. And with men who know their TV towers best, it's WHIO-TV. *Try* the King-Size Tower Test soon. Longer length protects your Advertising dollar—travels your television message farther. Longer length helps filter out irritating interference, too. Puts a bigger, happier audience within easy reach. Ask George P. Hollingbery representatives to tell you more about WHIO-TV.

316,000 WATTS!

WHIO-TV World's Tallest TV Tower!

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channel 7
DAYTON, OHIO

TELESTATUS®

Jan. 11, 1954

TV STATIONS ON THE AIR
and Reports of Tv Sets in Their Coverage Areas—

Editor's note: Stations listed here are on the air with regular commercial programming. Each is listed in the city where it is licensed. Stations report set estimates for their coverage areas to B•T on sworn affidavits. If estimates differ among stations in same city, separate figures are shown for each. Since set estimates are from the station any question about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate.

City	Outlets on Air and Channel	Sets in Station Area vhf	uhf
ALABAMA			
Birmingham	WABT (13)	225,000	.....
	WBRC-TV (6)	184,300	.....
Mobile	WALA-TV (10)	39,900	.....
	WKAB-TV (48)	.....	44,850
Montgomery	WCOV-TV (20)	.....	20,100
ARIZONA			
Mesa (Phoenix)	KTYL-TV (12)	78,000	.....
	KOOL (10)		
Phoenix	KOY-TV (10)		
	KPHO-TV (5)	78,000	.....
Tucson	KOPO-TV (13)		
	KVOA-TV (4)	18,100	.....
Yuma	KIVA (11)	14,300	.....
ARKANSAS			
Fort Smith	KFSA-TV (22)	.....	18,500
Little Rock	KRTV (17)	.....	44,226
Pine Bluff	KATV (7)	.....	.....
CALIFORNIA			
Bakersfield	KERO-TV (10)	74,925	.....
	KAFY-TV (29)	.....	49,600
Chico	KHSL-TV (12)	27,840	.....
Eureka	KIEM-TV (3)	.....	.....
Fresno	KJEO-TV (47)	.....	.....
	KMJ-TV (24)	.....	79,147
Los Angeles	KECA-TV (7)		
	KHJ-TV (9)		
	KLAC-TV (13)		
	KNBH (4)		
	KNXT (2)		
	KTLA (5)		
	KTTV (11)	1,734,582	.....
	KTHE (28)	.....	.....
Monterey	KMBY-TV (8)	187,399	.....
Sacramento	KCCC-TV (40)	.....	40,000
Salinas	KSBW-TV (8)	190,212	.....
San Diego	KFMB-TV (8)		
	KFSD-TV (10)	206,382	.....
San Francisco	KGO-TV (7)		
	KPIX (5)		
San Luis Obispo	KRON-TV (4)	812,150	.....
	KVEC-TV (6)	60,568	.....
Santa Barbara	KEYT (3)	413,827	.....
Stockton	KTVU (36)	.....	.....
Tulare (Fresno)	KCOK-TV (27)	.....	95,000
COLORADO			
Colorado Springs	KKTV (11)	34,691	.....
	KRDO-TV (13)	31,000	.....
Denver	KBTV (9)		
	KFEL-TV (2)		
	KLZ-TV (7)		
	KOA-TV (4)	180,825	.....
Pueblo	KCSJ-TV (5)	37,500	.....
	KDZA-TV (3)	40,000	.....
CONNECTICUT			
Bridgeport	WICC-TV (43)	.....	43,412
New Britain	WKNB-TV (30)	.....	112,562
New Haven	WNHC-TV (6)	635,190	.....
Waterbury	WATR-TV (53)	.....	94,500
DELAWARE			
Wilmington	WDEL-TV (12)	184,762	.....
DISTRICT OF COLUMBIA			
Washington	WMAL-TV (7)	580,000	.....
	WNBW (4)	581,373	.....
	WTOP-TV (9)	595,600	.....
	WTTG (5)	559,000	.....
FLORIDA			
Ft. Lauderdale	WFTL-TV (23)	.....	86,000
	WITV (17)	.....	.....
Jacksonville	WMBR-TV (4)	194,340	.....
	WJHP-TV (36)	.....	.....
Miami	WTVJ (4)	226,000	.....
Panama City	WJDM (7)	.....	.....
Pensacola	WPFA (15)	.....	.....
St. Petersburg	WSUN-TV (38)	.....	50,000
West Palm Beach	WIRK-TV (21)	.....	18,532
GEORGIA			
Atlanta	WAGA-TV (5)		
	WLWA (11)		
	WSB-TV (2)	330,000	.....
Augusta	WJBF-TV (6)	40,800	.....
Columbus	WDAK-TV (28)	.....	16,500
	WRBL-TV (4)	.....	.....
Macon	WMAZ-TV (13)	60,000	.....
	WETV (47)	.....	24,544
Rome	WROM-TV (9)	75,500	.....
IDAHO			
Boise	KIDO-TV (7)	17,800	.....
Idaho Falls	KID-TV (3)	.....	.....
Meridian(Boise)	KBOI (2)	19,500	.....
Pocatello	KWIK-TV (10)	.....	.....
ILLINOIS			
Belleville (St. Louis, Mo.)	WTVI (54)	.....	165,000
Bloomington	WBLN (15)	.....	.....
Champaign	WCIA (3)	240,000	.....
Chicago	WBBM-TV (2)		
	WBKB (7)		
	WGN-TV (9)		
	WNBQ (5)	1,800,000	.....
Danville	WDAN-TV (24)	.....	.....
Decatur	WTVP (17)	.....	127,500
Harrisburg	WSIL-TV (22)	.....	.....
Peoria	WEEK-TV (43)	.....	115,538
	WTVH-TV (19)	.....	106,405
Quincy (Hannibal, Mo.)	KHQA-TV (7) (See Hannibal, Mo.)		
	WGEM-TV (10)	82,022	.....
Rockford	WREX-TV (13)	140,025	.....
	WTVO (39)	.....	56,000
Rock Island (Davenport, Moline)	WHBF-TV (4)	250,361	.....
Springfield	WICS (20)	.....	31,000
INDIANA			
Bloomington	WTTV (4)	303,040	.....
Evansville	WFIE (62)	.....	30,000
Fort Wayne	WKJG-TV (33)	.....	40,531
Indianapolis	WFBM-TV (6)	401,000	.....
Lafayette	WFAM-TV (59)	.....	40,320
Muncie	WLBC-TV (49)	.....	47,800
Princeton	WRAY-TV (52)	.....	.....
South Bend	WSBT-TV (34)	.....	91,642
IOWA			
Ames	WOI-TV (5)	161,946	.....
Cedar Rapids	KCRI-TV (9)	100,000	.....
	WMT-TV (2)	195,000	.....
Davenport (Moline, Rock Island)	WOC-TV (5)	250,361	.....
Des Moines	KGTV (17)	.....	17,325
Fort Dodge	KQTV (21)	.....	40,000
Sioux City	KVTV (9)	80,000	.....
Waterloo	KWWL-TV (7)	.....	.....
KANSAS			
Hutchinson	KTVH (12)	80,382	.....
Pittsburg	KOAM-TV (7)	.....	.....
Topeka	WIBW-TV (13)	41,712	.....
Wichita	KEDD (16)	.....	48,329
KENTUCKY			
Henderson	WEHT (50)	.....	26,004
Louisville	WAVE-TV (3)	310,015	.....
	WHAS-TV (11)(b)	.....	.....
	WKLO-TV (21)	.....	51,557
LOUISIANA			
Baton Rouge	WAFB-TV (28)	.....	36,100
Lake Charles	KTAG (25)	.....	.....
Monroe	KNOE-TV (8)	85,500	.....
	KFAZ (43)	.....	15,160
New Orleans	WDSU-TV (6)	227,432	.....
	WJMR-TV (61)	.....	56,443
Shreveport	KSLA (12)	.....	.....
MAINE			
Bangor	WABI-TV (5)	48,000	.....
Lewiston	WLAM-TV (17)	.....	15,200
Portland	WCSH-TV (6)	60,581	.....
	WPMT (53)	.....	19,340
MARYLAND			
Baltimore	WAAM (13)		
	WBAL-TV (11)		
	WMAR-TV (2)	523,366	.....
MASSACHUSETTS			
Boston	WBZ-TV (4)		
	WNAC-TV (7)	1,131,598	...
Cambridge (Boston)	WTAO-TV (56)	.....	87,459
Springfield	WHYN-TV (55)		
	WWLP (61)	.....	90,000
Worcester	WWOR-TV (14)	.....	.....
MICHIGAN			
Ann Arbor	WPAG-TV (20)	.....	14,200
Battle Creek	WBKZ-TV (64)	.....	55,924
Cadillac	WWTV (13)	.....	.....
Detroit	WJBK-TV (2)	1,100,000	.....
	WWJ-TV (4)	1,140,826	.....
	WXYZ-TV (7)	1,128,632	.....
	WTAC-TV (16)	.....	22,000
Flint	WOOD-TV (8)	346,108	.....
Grand Rapids	WKZO-TV (3)	314,061	.....
Kalamazoo	WJIM-TV (6)	240,321	.....
Lansing	WILS-TV (54)	.....	25,096
Saginaw	WKNX-TV (57)	.....	50,300

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PITTSBURGH'S PIONEER UHF television station!

National Representatives: WEED TELEVISION

NOW! SERVING HALF MILLION FAMILIES

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FOR THE RECORD

City	Outlets on Air and Channel	Sets in Station Area vhf	uhf
MINNESOTA			
Austin	KMMT (6)	67,941	.....
Duluth	WFTV (38)	.....	33,800
Minneapolis (St. Paul)	WCCO-TV (4)		
	WTCN-TV (11)	413,400	.....
St. Paul (Minneapolis)	KSTP-TV (5)		
	WMIN-TV (11)	413,400	.....
Rochester	KROC-TV (10)	60,000	.....
MISSISSIPPI			
Jackson	WJTV (25)	.....	27,745
	WLBT (3)	.....	.....
Meridian	WCOC-TV (30)	.....	.....
	WTOK-TV (11)	32,000	.....
MISSOURI			
Columbia	KOMU-TV (8)	35,000	.....
Festus	KACY (14)	.....	.....
Hannibal (Quincy, Ill.)	KHQA-TV (7) WGEM-TV (10) (See Quincy, Ill.)	90,223	.....
Kansas City	KCMO-TV (5)		
	KMBC-TV (9)		
	WDAF-TV (4)		
	WHB-TV (9)	352,946	.....
	KCTY (25)	.....	51,363
St. Joseph	KFEQ-TV (2)	81,879	.....
St. Louis	KACY (14) (See Festus)		
	KSD-TV (5)	555,914	.....
	KSTM-TV (36)	.....	165,000
	WTVI (54) (See Belleville, Ill.)		
Springfield	KTTS-TV (10)	39,896	.....
	KYTV (3)	36,300	.....
MONTANA			
Billings	KOOK-TV (2)	4,500	.....
Butte	KOPR-TV (4)		
	KXLF-TV (6)	4,000	.....
NEBRASKA			
Holdrege	KHOL-TV (13)	13,369	.....
Lincoln	KFOR-TV (10)		
	KOLN-TV (12)	71,348	.....
Omaha	KMTV (3)		
	WOW-TV (6)	212,482	.....
NEVADA			
Las Vegas	KLAS-TV (8)	13,401	.....
Reno	KZTV (8)	12,740	.....
NEW JERSEY			
Atlantic City	WFPG-TV (46)	.....	15,937
Newark (New York City)	WATV (13)	4,101,000	.....
NEW MEXICO			
Albuquerque	KGGM-TV (13)	36,000	.....
	KOAT-TV (7)	36,000	.....
	KOB-TV (4)	38,518	.....
Roswell	KSWS-TV (8)	13,733	.....
NEW YORK			
Albany	WROW-TV (41)	.....	57,000
Binghamton	WNBF-TV (12)	193,064	.....
Buffalo	WBEN-TV (4)	362,017(a)	.....
	WBUF-TV (17)	.....	120,000
Elmira	WECT (18)	.....	21,861
	WTVE (24)	.....	24,253
New York	WABC-TV (7)		
	WABD (5)		
	WATV (13) (See Newark, N. J.)		
	WCBS-TV (2)		
	WNBT (4)		
	WOR-TV (9)		
	WPIX (11)	4,150,000	.....
Rochester	WHAM-TV (6)		
	WHEC-TV (10)		
	WVET-TV (10)	205,000	.....
Schenectady	WRGB (6)	290,500	.....
Syracuse	WHEN (8)		
	WSYR-TV (3)	272,000	.....
Utica	WKTV (13)	129,000	.....
NORTH CAROLINA			
Asheville	WISE-TV (62)	.....	15,300
Charlotte	WBTV (3)	373,916	.....
Greensboro	WFMY-TV (2)	191,393	.....
Greenville	WNCT (9)	.....	.....
Raleigh	WNAO-TV (28)	.....	42,800
Wilmington	WMFD-TV (6)	.....	.....
Winston-Salem	WSJS-TV (12)	157,580	.....
	WTOB-TV (26)	.....	38,000
NORTH DAKOTA			
Bismarck	KFYR-TV (5)	.....	.....
Fargo	WDAY-TV (6)	22,850	.....
Minot	KCJB-TV (13)	16,000	.....
OHIO			
Akron	WAKR-TV (49)	.....	45,007
Ashtabula	WICA-TV (15)	.....	.....
Cincinnati	WCPO-TV (9)		
	WKRC-TV (12)		
	WLWT (5)	450,000	.....
Cleveland	WEWS (5)		
	WNBK (4)		
	WXEL (8)	823,629	.....
Columbus	WBNS-TV (10)		
	WLWC (4)	307,000	.....
	WTVN (6)	330,220	.....
Dayton	WHIO-TV (7)		
	WLWD (2)	300,000	.....
	WIFE (TV) (22)	.....	33,328
Lima	WLOK-TV (73)	.....	46,655
Steubenville	WSTV-TV (9)	.....	.....
Toledo	WSPD-TV (13)	276,229	.....
Youngstown	WFMJ-TV (73)		
	WKBN-TV (27)	.....	105,000
Zanesville	WHIZ-TV (50)	.....	21,425

City	Outlets on Air and Channel	Sets in Station Area vhf	uhf
OKLAHOMA			
Lawton	KSWO-TV (7)	34,211	.....
Okla. City	KWTV (9)		
	WKY-TV (4)	244,759	.....
	KMPT (19)		
	KTVQ (25)	.....	82,174
Tulsa	KOTV (6)	171,235	.....
OREGON			
Medford	KBES-TV (5)	.....	.....
Portland	KOIN-TV (6)	138,876	.....
	KPTV (27)	.....	128,299
PENNSYLVANIA			
Altoona	WFBG-TV (10)	346,462	.....
Bethlehem	WLEV-TV (51)	.....	46,584
Chambersburg	WCHA-TV (46)	.....	12,300
Easton	WGLV (57)	.....	57,415
Erie	WICU (12)	208,500	.....
Harrisburg	WHP-TV (55)		
	WTPA (71)	.....	85,750
Johnstown	WJAC-TV (6)	720,770	.....
	WARD-TV (56)	.....	.....
Lancaster	WGAL-TV (8)	284,476	.....
Lebanon	WLBR-TV (15)	.....	120,025
New Castle	WKST-TV (45)	.....	85,802
Philadelphia	WCAU-TV (10)	1,592,000	.....
	WFIL-TV (6)	1,681,259	.....
	WPTZ (3)	1,724,329	.....
Pittsburgh	WDTV (2)	803,330	.....
	WENS (16)	.....	154,229
	WKJF-TV (53)	.....	160,000
Reading	WEEU-TV (33)	.....	54,623
	WHUM-TV (61)	.....	175,000
Scranton	WGBI-TV (22)	.....	105,000
	WTVU (73)	.....	150,434
Wilkes-Barre	WBRE-TV (28)		
	WILK-TV (34)	.....	125,000
York	WNOW-TV (49)		
	WSBA-TV (43)	.....	76,100
RHODE ISLAND			
Providence	WJAR-TV (10)	1,080,413	.....
SOUTH CAROLINA			
Anderson	WAIM-TV (40)	.....	33,000
Charleston	WCSC-TV (5)	44,800	.....
Columbia	WIS-TV (10)	63,075	.....
	WCOS (25)	.....	32,600
	WNOK-TV (67)	.....	35,000
Greenville	WFBC-TV (4)	.....	.....
	WGVL (23)	.....	32,779
SOUTH DAKOTA			
Sioux Falls	KELO-TV (11)	43,952	.....
TENNESSEE			
Johnson City	WJHL-TV (11)	40,557	.....
Knoxville	WROL-TV (6)	48,102	.....
	WTSK-TV (26)	.....	.....
Memphis	WHBQ-TV (13)		
	WMCT (5)	249,121	.....
Nashville	WSIX-TV (8)		
	WSM-TV (4)	133,869	.....
TEXAS			
Abilene	KRBC-TV (9)	18,810	.....
Amarillo	KFDA-TV (10)	36,804	.....
	KGNC-TV (4)	40,608	.....
Austin	KTBC-TV (7)	54,208	.....
Dallas	KRLD-TV (4)		
	WFAA-TV (8)	310,000	.....
El Paso	KROD-TV (4)	35,585	.....
	KTSM-TV (9)	34,380	.....
Ft. Worth	WBAP-TV (5)	301,401	.....
Galveston	KGUL-TV (11)	235,000	.....
Harlingen	KGBS-TV (4)	27,000	.....
Houston	KPRC-TV (2)		
	KUHT (8)	281,500	.....
	KNUZ-TV (39)	.....	54,000
Longview	KTVE (32)	.....	16,100
Lubbock	KCBD-TV (11)		
	KDUB-TV (13)	37,923	.....
Midland	KMID-TV (2)	.....	.....
San Angelo	KTXL-TV (8)	16,933	.....
San Antonio	KEYL (5)	176,070	.....
	WOAI-TV (4)	176,701	.....
Temple	KCEN-TV (6)	60,213	.....
Texarkana	KCMC-TV (6)	51,643	.....
Tyler	KETX (19)	.....	8,000
Waco	KANG-TV (34)	.....	14,730
Wichita Falls	KFDX-TV (3)		
	KWFT-TV (6)	44,000	.....
UTAH			
Salt Lake City	KDYL-TV (4)		
	KSL-TV (5)	152,600	.....
VIRGINIA			
Hampton (Norfolk)	WVEC-TV (15)	.....	71,239
Harrisonburg	WSVA-TV (3)	63,989	.....
Lynchburg	WLVA-TV (13)	97,218	.....
Newport News	WACH (33)	.....	.....
Norfolk	WTAR-TV (4)	205,600	.....
	WTOV-TV (27)	.....	75,100
	WVEC-TV (15) (See Hampton)		
Richmond	WTVR (6)	186,527	.....
Roanoke	WSLS-TV (10)	107,238	.....
WASHINGTON			
Bellingham	KVOS-TV (12)	33,301	.....
Seattle	KING-TV (5)		
	KOMO-TV (4)	316,100	.....
Spokane	KHQ-TV (6)		
	KXLY-TV (4)	46,678	.....
Tacoma	KMO-TV (13)		
	KTNT-TV (11)	316,100	.....
Yakima	KIMA-TV (27)	.....	12,528

She has been investigated

SHE HAS been investigated and found wanted: by peeping Thomasinas,* who peek *Thru the Kitchen Window* five AMs a week; by a vocational counsellor, who told her to quit her anonymous menu-planning and get in there and sell; by the Army Quartermaster Corps, who investigated her palate and gave her 100% in tasting; and by advertisers who . . . but whoa, it's too early for the commercial.

Aside from the fact that any fool could take one look and give Irene Lindgren 100% in taste, the QM was real perspicacious. Our Irene was serving at the time on the Food Testing Panel of the National Restaurant Association, which was Building Morale for the U. S. Army which notoriously travels on its stomach by getting to a soldier through his you know what.

"Okay, you got a 100% palate," said our commercial manager. "What else can you do?"

Before he could say Fred Waring's Orchestra, Irene sold him a Waring Blendor, cooked a seven-course meal on a couple of old kilowatts, and acted out the story of Anna Baltauf, Girl Chocolate Soldier, a babe out of the XVIIIth Century Vienna woods who practically invented Home Economics and was immortalized by a contemporary artist named Liotard for use several generations later as the Baker Chocolate trademark. Everybody confused? Well, Irene had once directed a play about Anna B.; she got a job organizing sales meetings and training demonstrators for Waring Blendors after the vocational counsellor changed her vocation; and she had been a menu-planner, dietitian, and food buyer for a chain of Chicago restaurants.

"You," said our CM, "are our new am-tv Home Economist. Take that kitchen over there."

This was in 1952, and our palates never had it so good, to say nothing of same for our viewer-eaters. When a Hoosier homemaker walks into her favorite store after a session with *Thru the Kitchen Window* she knows what product to buy. She knows what it looks like, what it will do, and how to fix it. She saw Irene Lindgren use it on tv—or heard her talk about it on her daily radio show, *Kitchen of the Air.*

Participate, anyone?

** Peeping Toms too. Ever notice all the men grocery shopping these days?*

WFBM WFBM-TV

INDIANAPOLIS • CBS

Represented Nationally by the Katz Agency

Affiliated with WEOA, Evansville; WFDF, Flint; WOOD AM & TV, Grand Rapids

City	Outlets on Air and Channel	Sets in Station Area vhf	uhf
WEST VIRGINIA			
Charleston	WKNA-TV (49)	.....	22,500
Huntington	WSAZ-TV (3)	260,682	.....
Parkersburg	WTAP (15)	.....	15,100
Wheeling	WTRF-TV (7)	451,500	.....
WISCONSIN			
Eau Claire	WEAU-TV (13)	.....	.....
Green Bay	WBAY-TV (2)	183,257	.....
Madison	WKOW-TV (27)		
	WMTV (33)	.....	28,500
Milwaukee	WTMJ-TV (4)	628,575	.....
	WCAN-TV (25)	.....	194,880
	WOKY-TV (19)	.....	194,880
Oshkosh	WOSH-TV (48)	.....	13,110
ALASKA			
Anchorage	KFIA (2)	.....	.....
	KTVA (11)		
CANADA			
London	CFPL-TV (10)	.....	.....
Montreal	CBFT (2)	86,800	.....
Ottawa	CBOT (4)	10,100	.....
Sudbury	CKSO (5)	1,900	.....
Toronto	CBLT (9)	222,500	.....
HAWAII			
Honolulu	KGMB-TV (9)		
	KONA (11)	40,420	.....
MEXICO			
Matamoros (Brownsville, Tex.)	XELD-TV (7)	31,200	.....
Tijuana (San Diego)	XETV (6)	213,175	.....

Total Stations on Air 356*; Total Cities with Stations on Air 237*; Total Sets in Use 27,605,000.

*** Includes XELD-TV Matamoros and XETV Tijuana, Mexico, and educational stations KTHE Los Angeles and KUHT Houston.**

(a) Figure does not include 245,258 sets which station reports it serves in Canada.

(b) Number of sets not currently reported. Last report was 205,544 on July 10, 1952.

New Grantees' Commencement Target Dates

This list includes all stations not yet on the air commercially. Stations on the air are listed in TELESTATUS, page 117

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

ALABAMA

Birmingham, **WJLN-TV** (48), 12/10/52—Unknown.
Birmingham, **WSGN-TV** (42), 12/18/52—Unknown.
Decatur, **WMLS-TV** (23), 12/26/53-2/1/54.
Montgomery, **Montgomery Bcstg. Co.** (12), Initial Decision 10/7/53.

ARKANSAS

Little Rock, **KARK-TV** (4), 6/18/53-4/1/54, NBC, Petry.
Little Rock, **KETV** (TV) (23), 10/30/53—Unknown.

CALIFORNIA

Berkeley-San Francisco, **KQED** (TV) (*9), 7/24/53-Jan. '54.
Corona, **KCOA** (TV) (52), 9/16/53—Unknown.
Fresno, **KBID** (TV) (53), 8/12/53-Jan. '54, Meeker.
Los Angeles, **KBIC-TV** (22), 12/10/52-Spring '54.
Merced, **KMER** (TV) (34), 9/16/53—Unknown.
Sacramento, **KBIK-TV** (46), 6/26/53-Spring, '54.
Sacramento, **McClatchy Bcstg. Co.** (10), Initial Decision 11/6/53.
San Bernardino, **KITO-TV** (18), 11/6/52—Unknown.
San Bernardino, **Orange Belt Telecasters** (30), Initial Decision 9/18/53.
San Diego, **Elliot L. Cushman** (21), 12/23/53—Unknown.
San Francisco, **KBAY-TV** (20), 3/11/53-Feb. '54 (granted STA Sept. 15).
San Francisco, **KSAN-TV** (32), 4/29/53-2/1/54, McGillvra.
San Jose, **KVIE** (TV) (48), 6/17/53-Oct. '54.
San Jose, **Standard Radio & Television Co.** (11), Initial Decision 11/18/53.
Yuba City, **KAGR-TV** (52), 3/11/53—Unknown.

COLORADO

Denver, **KDEN** (TV) (26), 7/11/52—Unknown.
Denver, **KRMA-TV** (*6), 7/1/53-1954.
Grand Junction, **KFXJ-TV** (5), 3/26/53-May '54, Holman.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

CONNECTICUT

Bridgeport, **WCTB** (TV) (*71), 1/29/53—Unknown.
Bridgeport, **WSJL** (TV) (49), 8/14/52—Unknown.
Hartford, **WEDH** (TV) (*24), 1/29/53—Unknown.
Hartford, **WGTH-TV** (18), 10/21/53—Unknown.
New Haven, **WELI-TV** (59), 6/24/53-Summer '54, H-R Tv.
New London, **WNLC-TV** (26), 12/31/52—Unknown.
Norwich, **WCTN** (TV) (*63), 1/29/53—Unknown.
Stamford, **WSTF** (TV) (27), 5/27/53—Unknown.

DELAWARE

Dover, **WHRN** (TV) (40), 3/11/53—Unknown.
Wilmington, **WILM-TV** (83), 10/14/53—Unknown.

FLORIDA

Clearwater, **Pioneer Gulf Tv Bcstrs.** (32), 12/2/53-March '54.
Fort Myers, **WINK** (TV) (11) 3/11/53-2/1/54, Weed Tv.
Jacksonville, **WOBS-TV** (30), 8/12/53-April '54, Stars National.
Miami, **Miami-Biscayne Tv Corp.** (33), 12/9/53—Unknown.
Miami, **WTHS-TV** (*2), 11/12/53—Unknown.
Miami, **WMIE-TV** (27), 12/2/53—Unknown.
Orlando, **WDBO-TV** (6), 10/14/53-April '54, CBS, Blair-Tv.
Pensacola, **WEAR-TV** (3), 6/3/53-Jan. '54, ABC, Hollingbery.
Tampa, **Tampa Times Co.** (13), Initial Decision 11/30/53.
Tampa, **WFLA-TV** (8), Initial Decision 7/13/53-Early '54, NBC, Blair-Tv.
West Palm Beach, **WJNO-TV** (5), 11/4/53-6/1/54.

GEORGIA

Atlanta, **WQXI-TV** (36), 11/19/53-Summer '54.
Augusta, **WRDW-TV** (12), 9/16/53-2/1/54, CBS, Headley-Reed.
Savannah, **WTOC-TV** (11), 6/26/53-2/1/54, CBS, Katz.
Thomasville, **E. D. Rivers Sr.** (6), 12/23/53—Unknown.
Valdosta, **WGOV-TV** (37), 2/26/53-Feb. '54, Stars National.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

IDAHO

Boise, **KTVI** (TV) (9), 1/15/53-Oct. '54, ABC, Hollingbery.
Idaho Falls, **KIFT** (TV) (8), 2/26/53-April '54, ABC, Hollingbery.
Nampa, **KFXD-TV** (6), 3/11/53—Unknown, Hollingbery.
Pocatello, **KISJ** (TV) (6), 2/26/53-Nov. '54, CBS.
Twin Falls, **KLIX-TV** (11), 3/19/53-5/1/54, ABC, Hollingbery.

ILLINOIS

Champaign, **WTLC** (TV) (*12), 11/4/53—Unknown.
Champaign, **WCUI** (TV) (21), 7/22/53—Unknown.
Chicago, **Chicago Educational Tv Assn.** (*11), 11/3/53—Unknown.
Chicago, **WHFC-TV** (26), 1/8/53—Unknown.
Chicago, **WIND-TV** (20), 3/9/53—Unknown.
Evanston, **WTLE** (TV) (32), 8/12/53—Unknown.
Joliet, **WJOL-TV** (48), 8/21/53—Unknown.

INDIANA

Elkhart, **WSJV** (TV) (52), 6/3/53-3/1/54, H-R.
Fort Wayne, **Anthony Wayne Bcstg.** (69), Initial Decision 10/27/53.
Indianapolis, **Universal Bcstg. Co.** (8), Initial Decision 12/7/53-7/1/54, Bolling.
Indianapolis, **WJRE** (TV) (26), 3/26/53—Unknown.
Indianapolis, **WNES** (TV) (67), 3/26/53—Unknown.
Marion, **WMRI-TV** (29), 3/11/53—Unknown.
Terre Haute, **WTHI-TV** (10), 10/7/53—Unknown.
Waterloo, **WINT** (TV) (15), 4/6/53-3/1/54.

IOWA

Cedar Rapids, **KEYC** (TV) (20), 7/30/53—Unknown.
Des Moines, **WHO-TV** (13), 9/2/53-Spring '54.
Mason City, **KGLO-TV** (3), 10/14/53-Spring '54, CBS, DuM, Weed.
Sioux City, **KCTV** (TV) (36), 10/30/52—Unknown.

KANSAS

Manhattan, **KSAC-TV** (*8), 7/24/53—Unknown.
Topeka, **KTKA** (TV) (42), 11/5/53—Unknown.
Wichita, **KAKE Bcstg. Co.** (10), Initial Decision 10/30/53.

KENTUCKY

Ashland, **WPTV** (TV) (59), 8/14/52—Unknown, Petry.
Lexington, **WLAP-TV** (27), 12/3/53-4/1/54, Pearson.
Louisville, **WLOU-TV** (41), 1/15/53-Jan. '54.
Newport, **Tri-City Bcstg. Co.** (74), 12/24/53—Unknown.
Paducah, **WTLK** (TV) (43), 9/16/53—Unknown.

LOUISIANA

Alexandria, **KSPJ** (TV) (62), 4/2/53—Unknown.
Alexandria, **Alexandria Bcstg. Co.** (5), 12/30/53—Unknown.
Baton Rouge, **KHTV** (TV) (40), 12/18/52—Unknown.
Baton Rouge, **Louisiana Tv Bcstg. Corp.** (2), Initial Decision 12/22/53.
Lafayette, **KVOL-TV** (10), 9/16/53-3/15/54 (share time with KLFY-TV).
Lafayette, **KLFY-TV** (10), 9/16/53-3/15/54 (share time with KVOL-TV).
Lake Charles, **KPLC-TV** (7), 11/12/53—Unknown.
New Orleans, **WCKG** (TV) (26), 4/2/53-Late Winter '54, Gill-Perna.
New Orleans, **WCNO-TV** (32), 4/2/53-1/1/54.
New Orleans, **WTLO** (TV) (20), 2/26/53—Unknown.

MAINE

Poland, **WMTW** (TV) (8), 7/8/53-4/1/54.
Portland, **WGAN-TV** (13), 11/19/53-2/1/54, Avery-Knodel.

MARYLAND

Baltimore, **United Bcstg. Co.** (18), 12/9/53—Summer '54.
Baltimore, **WITH-TV** (60), 12/18/52—Unknown, Forjoe.
Cumberland, **WTBO-TV** (17), 11/12/53-Summer '54.
Frederick, **WFMD-TV** (62), 10/24/52—Winter '54.
Salisbury, **WBOC-TV** (16), 3/11/53-3/1/54, Burn-Smith.

MASSACHUSETTS

Adams-Pittsfield, **WMGT** (TV) (74), 2/18/53-1/15/54, Walker.
Boston, **WBOS-TV** (50), 3/26/53—Unknown.
Boston, **WGBH-TV** (*2), 7/16/53-10/1/54.
Boston, **WJDW** (TV) (44), 8/12/53—Unknown.
Brockton, **WHEF-TV** (62), 7/30/53-Fall '54.
Lawrence, **WGIM TV** (72), 6/10/53—Unknown.
New Bedford, **WTEV** (TV) (28), 7/11/52-Spring '54, Walker.
Pittsfield, **WBEC-TV** (64), 11/12/53—Unknown.
Worcester, **WAAB-TV** (20), 8/12/53-April '54, Hollingbery.

MICHIGAN

Ann Arbor, **WUOM-TV** (*26), 11/4/53—Unknown.
Battle Creek, **WBCK-TV** (58), 11/20/52-Summer '54, Headley-Reed.
Bay City-Saginaw, **WNEM-TV** (5), 9/2/53-1/24/54, Headley-Reed.
Benton Harbor, **WHFB-TV** (42), 2/26/53—Unknown.
Detroit, **UAW-CIO Bcstg. Corp.** (62), 11/19/53—Unknown.
East Lansing, **WKAR-TV** (*60), 10/16/52-1/17/54.
Flint **WFDF-TV** (12), Initial Decision 5/11/53.
Muskegon, **WTVM** (TV) (35), 12/23/52—Unknown.
Saginaw, **WSBM-TV** (31), 10/29/53—Unknown.
Traverse City, **WPBN-TV** (7), 11/25/53—Unknown.

MINNESOTA

Duluth, **KDAL-TV** (3), 12/11/53-3/1/54, Avery-Knodel.
St. Paul, **WCOW-TV** (17), 3/11/53—Unknown.

MISSISSIPPI

Columbus, **WCBI-TV** (28), 3/11/53—Unknown.
Gulfport, **WGCM-TV** (56), 2/11/53—Unknown.
Jackson, **WSLI-TV** (12), 7/22/53—Unknown, ABC, Weed Tv.

Radio Station and Newspaper
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Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

MISSOURI

Cape Girardeau, **KFVS-TV** (12), 10/14/53-April '54, Pearson.
Cape Girardeau, **KGMO-TV (18), 4/16/53—Unknown.**
Clayton, **KFUO-TV** (30), **2/3/53—Unknown.**
Joplin, **Air Time Inc.** (12), 12/23/53—Unknown.
Kirksville, **KBIZ Inc.** (3), 12/16/53-6/15/54.
St. Louis, **KETC (TV) (*9), 5/7/53—Unknown (granted STA Aug. 12).**
St. Louis, **WIL-TV** (42), 2/12/53—Unknown.
Sedalia, **KDRO-TV** (6), 2/26/53-Feb. '54, Pearson.

MONTANA

Billings, **KRHT (TV)** (8), 1/15/53—Unknown.
Great Falls, **KFBB-TV (5), 1/15/53-Early '54, CBS, Weed Tv.**
Great Falls, **KMON-TV** (3), 4/9/52—Unknown, **Hollingbery.**
Missoula, **KGVO-TV (13), 3/11/53-7/1/54, CBS, Gill-Perna.**

NEW HAMPSHIRE

Keene, **WKNE-TV (45), 4/22/53—Unknown.**
Manchester, **WMUR-TV (9), 8/26/53-2/15/54, Weed.**
Mt. Washington, **WMTW (TV) (8), 7/8/53-4/1/54.**

NEW JERSEY

Asbury Park, **WRTV (TV)** (58), 10/2/52-Jan. '54 (granted STA Dec. 10).
Atlantic City, **WOCN (TV)** (52), 1/8/53—Unknown.
Camden, **South Jersey Bcstg. Co.** (17), Initial Decision 12/23/53.
New Brunswick, **WDHN (TV) (47), 4/2/53—Unknown.**
New Brunswick, **WTLV (TV) (*19), 12/4/52—Unknown.**
Trenton, **WTTM-TV (41), 7/16/53—Unknown.**

NEW MEXICO

Clovis, **KNEH (TV) (12), 3/4/53—Unknown.**

NEW YORK

Albany, **WPTR (TV)** (23), 6/10/53—Unknown.
Albany, **WTVZ (TV)** (*17), 7/24/52—Unknown.
Binghamton, **WQTV (TV) (*46), 8/14/52—Unknown.**
Bloomingdale [Lake Placid], **Great Northern Tv Inc.** (5), 12/2/53—Summer '54.
Buffalo, **WTVF-TV (*23), 7/24/52—Unknown.**
Ithaca, **WHCU-TV** (20), 1/8/53-Nov. '54, CBS.
Ithaca, **WIET (TV)** (*14), 1/8/53—Unknown.
Jamestown, **WJTN-TV (58), 1/23/53—Unknown.**
Kingston, **WKNY-TV** (66), 1/23/53—Jan. '54, NBC, CBS, DuM, Meeker.
New York, **WGTV (TV) (*25), 8/14/52—Unknown.**
Poughkeepsie, **WEOK-TV** (21), 11/26/52—Jan. '54.
Rochester, **WRNY-TV** (27), 4/2/53—Unknown.
Rochester, **WROH (TV)** (*21), 7/24/52—Unknown.
Rochester, **WCBF-TV (15), 6/10/53—Unknown.**
Schnectady, **WTRI (TV)** (35), 6/11/53-2/1/54, Headley-Reed.
Syracuse, **WHTV (TV) (*43), 9/18/52—Unknown.**
Utica, **WFRB (TV)** (19), 7/1/53—Unknown.
Watertown, **WWNY-TV** (48), 12/23/52—Unknown, **Weed Tv.**

NORTH CAROLINA

Asheville, **WLOS-TV** (13), 12/9/53—Unknown.
Chapel Hill, **WUNC-TV (*4), 9/30/53—Sept. '54.**
Charlotte, **WAYS-TV** (36), 2/26/53-1/5/54, ABC, Bolling.
Durham, **WCIG-TV** (46), 2/26/53-Unknown, DuM, NBC, H-R Television.
Goldsboro, **WTVX** (TV) (34), 9/30/53—Unknown.
Greensboro, **WCOG-TV** (57), 11/20/52—Unknown, ABC, Bolling.
Mount Airy, **WPAQ-TV** (55), 3/11/53-Early '54, Thomas Clark.

NORTH DAKOTA

Valley City, **KXJB-TV (4), 8/5/54—Early '54, Weed Tv.**

OHIO

Cincinnati, **WCET** (TV) (*48), 12/2/53—Unknown.
Cincinnati, **WCIN-TV (54), 5/14/53-Spring '54.**
Cleveland, **WERE-TV** (65), 6/18/53—Unknown.
Cleveland, **United Bcstg. Co.** (19), 11/25/53—Unknown.
Columbus, **WOSU-TV (*34), 4/22/53—Unknown.**
Lima, **WIMA-TV** (35), 12/4/52-Spring '54, **Weed Tv.**
Massillon, **WMAC-TV** (23), 9/4/52-4/15/54, Petry.
Youngstown, **WUTV (TV)** (21), 9/25/52—Unknown, Petry.

OKLAHOMA

Ada, **KTEN (TV)** (10), 12/16/53-6/1/54.
Enid, **Streets Electronics Inc.** (5), 12/16/53—Unknown.
Miami, **KMIV (TV)** (58), 4/22/53—Unknown.
Oklahoma City, **Oklahoma Educational Tv Authority** (*13), 12/2/53—Unknown.
Tulsa, **KCEB (TV)** (23), 2/26/53-1/15/54, Bolling.

OREGON

Eugene, **KVAL-TV** (13), 5/14/53-3/1/54, Hollingbery.
Portland (Ore.)-Vancouver (Wash.), **KVAN-TV** (21), **Initial Decision 6/18/53.**
Portland, **Oregon Television Inc.** (12), **Initial Decision 11/10/53.**
Salem, **KPIC (TV)** (24), 12/9/53-Jan. '54 (granted STA Aug. 4).
Salem, **KSLM-TV** (3), 9/30/53—Unknown.
Springfield-Eugene, **KTVF (TV)** (20), 2/11/53—Unknown.

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Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

PENNSYLVANIA

Allentown, **WFMZ-TV (67), 7/16/53—Early '54.**
Allentown, **WQCY (TV) (39), 8/12/53—Unknown.**
Erie, **Commodore Perry Bcstg. Service Inc.** (66), 12/31/53—Unknown.
Erie, **WSEE (TV) (35), 10/14/53—Unknown.**
Harrisburg, **WCMB-TV (27), 7/24/53-3/1/54, Cooke.**
Hazleton, **WAZL-TV (63), 12/18/52—Unknown, Meeker.**
Lancaster, **WWLA** (TV) (21), 5/7/53-Early '54, Taylor.
Lewistown, **WMRF-TV (38), 4/2/53—Unknown.**
Philadelphia, **WIBG-TV** (23), 10/21/53—Unknown.
Philadelphia, **WIP-TV (29), 11/26/52—Unknown.**
Pittsburgh, **WQED (TV)** (*13), 5/14/53-Feb. '54 (granted STA Oct. 14).
Pittsburgh, **WTVQ (TV)** (47), 12/23/53-Early '54, **Headley-Reed.**
Scranton, **WARM-TV** (16), 2/26/53-Jan. '54, Hollingbery.
Williamsport, **WRAK-TV** (36), 11/13/52-Spring '54, Everett-McKinney.

RHODE ISLAND

Providence, **WNET (TV)** (16), 4/8/53-2/15/54, Raymer.
Providence, **WPRO-TV** (12), 9/2/53—Unknown, **Blair Tv** (granted STA Sept. 23).

SOUTH CAROLINA

Aiken, **WAKN-TV (54), 10/21/53—Unknown.**
Camden, **WACA-TV** (15), 6/3/53—Jan. '54.
Florence, **WPDV (TV)** (8), 11/25/53—Unknown.
Greenwood, **WCRS-TV** (21), 4/8/53—Unknown.
Spartanburg, **WORD-TV** (7), 11/25/53—Unknown.
Spartanburg, **WSCV (TV)** (17), 7/30/53-Jan. '54.

TENNESSEE

Chattaneoga, **WOUC (TV) (49), 8/21/52—Unknown, Pearson.**
Chattanooga, **WTVT (TV) (43), 8/21/52—Unknown.**
Jackson, **WDXI-TV** (9), 12/2/53-6/1/54.
Old Hickory [Nashville], **WLAC-TV** (5), 8/5/53-Jan. '54.

TEXAS

Amarillo, **KLYN-TV** (7), 12/11/53—Unknown.
Beaumont, **KBMT (TV)** (31), 12/4/52—Unknown.
Beaumont, **KTRM-TV (6), Initial Decision 7/22/53.**
Corpus Christi, **Coastal Bend Tv Co.** (22), **Initial Decision** 12/10/53.
Corpus Christi, **H. L. Hunt (43), 12/9/53—Unknown.**
Dallas, **KDTX (TV)** (23), 1/15/53—Unknown.
Dallas, **KLIF-TV** (29), 2/12/53-8/1/54.
Fort Worth, **KTCO (TV)** (20), 3/11/53—Unknown.
Houston, **KTVP (TV)** (23), 1/8/53—Unknown.
Houston, **KXYZ-TV (29), 6/18/53—Unknown.**
Lubbock, **KFYO-TV** (5), 5/7/53—Unknown, Katz.
Lufkin, **KTRE-TV** (9), 3/11/53—1954, Taylor.
Marshall, **KMSL (TV)** (16), 6/25/53—Unknown.
San Antonio, **KALA (TV)** (35), 3/26/53—Unknown.
San Juan, **WKAQ-TV** (2), 7/24/52-1954, **Inter-American.**
Sherman, **KSHM (TV)** (46), 3/4/53—Unknown.
Sweetwater, **KPAR-TV** (12), 8/26/53—Unknown, **CBS, Avery-Knodel.**
Victoria, **KNAL (TV)** (19), 3/26/53—Unknown, **Best.**
Weslaco, **KRGV-TV** (5), 7/16/53-2/1/54, NBC, Raymer.

UTAH

Provo, **KOVO-TV** (11), 12/2/53—Unknown.
Salt Lake City, **KUTV** (TV) (2), 3/26/53-2/15/54, ABC, Hollingbery.

VERMONT

Montpelier, **WCAX Bcstg. Corp.** (3), **Initial Decision 10/2/53.**

VIRGINIA

Charlottesville, **WCHV-TV** (64), 1/29/53—Winter '54, Walker.
Danville, **WBTM-TV** (24), 12/18/52-1/15/54, **Hollingbery.**
Marion, **WMEV-TV** (50), 4/2/53—Unknown, **Donald Cooke.**
Richmond, **Winston-Salem Bcstg. Co.** (29), 12/2/53-Unknown.

WASHINGTON

Seattle, **The U. of Washington** (*9), 12/23/53-Sept. '54.
Vancouver (Wash.)-Portland (Ore.), **KVAN-TV** (21), 9/25/53-1/15/54.

WEST VIRGINIA

Beckley, **WBEY (TV)** (21), **6/25/53—Unknown.**
Fairmont, **WJPB-TV** (35), 7/1/53-Jan. '54, Gill Perna.
Wheeling, **WLTV (TV)** (51), 2/11/53—Unknown.

WISCONSIN

La Crosse, **La Crosse Tv Corp.** (38), 12/16/53—Unknown.
La Crosse, **WKBT** (TV) (8), 10/28/53—Unknown, Raymer.
Madison, **WHA-TV** (*21), 10/7/53—Unknown.
Marinette, **WMGB-TV** (11), 11/18/53—Unknown.
Neenah, **WNAM-TV** (42), 12/23/52-1/26/54, George Clark.
Superior, **WDSM-TV** (6), 10/14/53—Unknown, Free & Peters.

WYOMING

Casper, **KSPR-TV** (2), 5/14/53—Unknown.
Cheyenne, **KFBC-TV** (5), 1/23/53-1/15/54, CBS, Hollingbery (granted STA Dec. 3).

ALASKA

Fairbanks, **KFIF (TV)** (2), 7/1/53—Spring '54, ABC, CBS.

HAWAII

Honolulu, **KULA-TV** (4), 5/14/53-Jan. '54.

PUERTO RICO

San Juanfi **WAPA-TV** (4), 8/12/53—Feb. '54.
San Juan, **WKAQ-TV** (2), 7/24/52-Feb. '54, Inter-American.

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2. Radio or Television Newswriting: For a distinguished example of newswriting or commentary for radio or television. Nomination must consist of either a partial or complete script, broadcast or telecast during the year.

3. Public Service in Radio: For an outstanding example of public service by an individual radio station or network through radio journalism, the test being worth, effectiveness, and unselfish or public-spirited motives. The broadcasts must be journalistic, not entertainment. Commercially sponsored programs not eligible.

4. Public Service in Television: For an outstanding example of public service by an individual television station or network through television journalism, the test being worth, effectiveness, and unselfish or public-spirited motives. The broadcasts must be journalistic, not entertainment. Commercially sponsored programs not eligible.

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Fee Feasibility

THE letter which Glacus G. Merrill, president of WHAR Clarksburg and WKYR Keyser, W. Va., sent to President Eisenhower a fortnight ago [B•T, Jan. 4] contained as persuasive a set of arguments against the imposition of federal license fees on broadcasting as has yet been advanced.

These were arguments which cannot be ignored. Although the letter was addressed to the President, it is to be hoped that its contents have been brought to the attention of the FCC, which, by the way, was considering the problem of license fees last week.

Not all of the 10 reasons which Mr. Merrill gave for opposing the fees may have been pertinent, but certainly several were, especially those which pointed to the probability that a system of fees would negate the purposes of public service to which the Communications Act has committed radio and television.

As Mr. Merrill said, the necessity to pay for licenses might very well cause many stations, particularly marginal operations, to let program standards deteriorate in concession to the need to take in more revenue. Certainly it cannot be argued that the cause of public service programming will be advanced by the extraction of further funds for federal levies.

Mr. Merrill also fears, with complete justification, that the imposition of fees would "lead to increased federal control and further convert broadcasting from a private enterprise conducted in the public interest to a government enterprise financed with private capital."

Undoubtedly there are others of Mr. Merrill's point of view. They will have an opportunity to make it known after the FCC issues its proposed schedule of fees, as it must do by Feb. 1. The opportunity must not be missed.

Advertising: In War & Peace

THE ECONOMISTS are talking up 1954 as the year of "adjustment." Depending upon one's politics, it's going to be, at one extreme, a "levelling off," at the other a horrendous full-scale depression.

There's agreement only on one fundamental point: There's "fluidity" in our national economy. The President took cognizance of it in his fire-sider last Monday, and again in his State-of-the-Union message opening Congress last Thursday.

Unlike other transitions in our business structure, our leadership seems to know the approach. The way to keep our output high and our economy sound is to market, exploit, promote. In a word: advertise.

The Advertising Council meets here this week. It is the voluntary organization set up a decade ago, in the crucible of war, to plan and funnel campaigns to all media to keep our war-time economy on even keel. It did that job so well that the non-profit, non-partisan organization has just kept functioning, actually under mandate of the President.

The obvious present need is to keep our economy moving in effecting an orderly shift from a defense to a more normal structure. The job is to unsell public and industry alike on the notion that we are hell-bent for a depression. On this council are the very top people in industry and advertising. It is a billion-dollar planning board that could only be assembled under government auspices.

Radio and television figure significantly in the council's deliberations. During the war countless millions of "listener impressions" were made through public service announcements and programming cleared through the council. Since the war, and with the advent of television, there has been added the "viewer impression." These activities have cost the government nothing; all services are privately donated.

Broadcasters have another interest in this economic transition. How will it affect *their* business? The records show that, in radio, billings declined only once—in 1933, at the bottom of the "Big Depression." Since then radio has been depression-proof, consistently increasing its gross sales, even in the face of that "television penetration" bugaboo of the late and unlamented immediate past.

Television's record is even more spectacular, because its billings year-to-year have increased astronomically. Because tv is a growth medium, it will continue to expand, whether there's adjustment, recession, or depression. And radio in 1953 established itself as the only truly low-cost saturation medium, by coming out of its "over-the-transom" coma which preceded the television scare.

Drawn for BROADCASTING • TELECASTING by Glenn R. Bernhardt

"When radio came out we waited for plug-in sets, when plug-in sets came out we waited for superheterodyne, when they came out we waited for fm, then he decided to wait for television. Now he's decided to wait for color tv!"

The new approach is reflected in the actions of national advertisers. They intend to increase their budgets. In 1953, the total advertising bill was $7.7 billion. In 1954 the estimate is a neat $8 billion, despite the depression talk. This is premised on the established truism that if you have merchandise to sell, you sell it through advertising.

This lesson was learned during World War II, when the reverse effort was to get people to stop buying things they didn't need. Before the war the advertising bill was a scant $2 billion.

Broadcasters can get more of that $8 billion budget in 1954, but not by sitting on their hands. They'll have to use their hands and feet too, but mostly their heads.

The Real News 'Koop'

THOUGH to some living elsewhere it may seem a parochial matter, the just-completed administration of Ted Koop, director of news for CBS Radio, Washington, as president of the National Press Club is of genuine importance to all in radio and television.

Within the National Press Club it is agreed that Mr. Koop was an exceptionally able president. Aside from the personal satisfaction that Mr. Koop may derive from that approval is the fact, of broader significance, that a membership consisting largely of newspapermen has taken a favorable attitude toward a radio newsman.

It is not to detract credit from him to say that the harmony which has existed at the National Press Club during Mr. Koop's administration transcends personalities. It has arisen from a common realization that the interests and pursuits of all who gather and distribute news are far more alike than different.

Perhaps it is logical that this realization has developed to a particularly advanced degree in Washington, which is the news-gathering center of the U. S. and indeed the world. Nowhere else do so many newspapermen, magazine writers, radio and television reporters and commentators congregate in so relatively confined an area. Mingling as they do at work and at leisure, they have acquired an understanding of the other fellow's job.

This understanding, as it spreads throughout the news fraternity of the country, must result in improved conditions for all. As has been demonstrated in the National Press Club, there can be competition among the rival news media without acrimony. The inexorable logic of events eventually will force a renaming of that Washington institution. Some day it surely will become the National News Club, a model that doubtlessly will be followed wherever such organizations exist.

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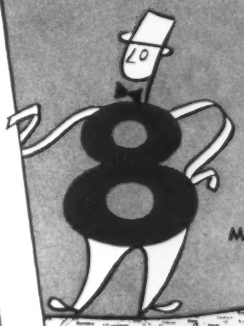

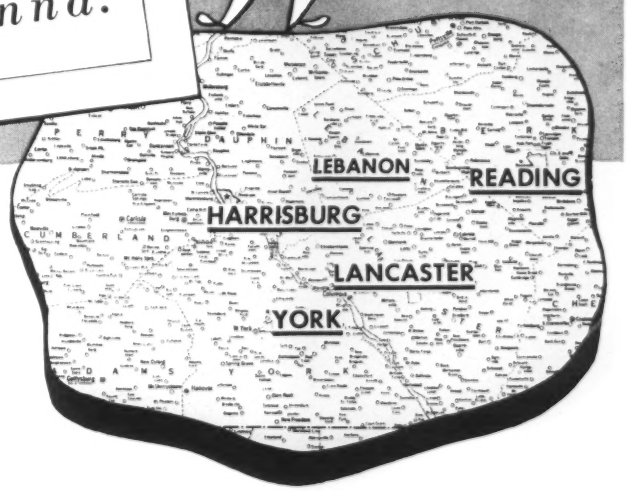

The WGAL-TV market—its people spend each year: $1,723,599,000 for retail items • $930,969,000 for food • $283,306,000 for automotive goods • $41,362,000 for drug items.

WGAL-TV—Channel 8—is received with respect and welcome by every member of the family in homes throughout its big, rich, diversified industrial and farm area. This area includes Lancaster, Harrisburg, York, Reading, Lebanon and hundreds of smaller cities and towns. Local programs and top shows from **Four Networks** give popular voice to every segment of this large area. When your product enters these homes it is assured friendly welcome. Join the many leading national and local advertisers who have used WGAL-TV consistently throughout its **Five Years** of service. Sell your products successfully, profitably. Buy WGAL-TV.

Steinman Station
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